Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

February 1, 1960
Volume 31 • Number 5
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

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THE NATIONAL NEWSPAPER OF MARKETING

Union Oil Co. Re-Consolidates Account at Y&R

LOS ANGELES, Jan. 29—Union Oil Co. of California has again consolidated its entire account with Young & Rubicam. Last January, Union Oil moved its broadcast billings from Y&R to Erwin Wasey, Ruthrauff & Ryan, leaving print advertising at Y&R. Last fall, when Union assumed co-sponsorship of the Los Angeles Dodgers baseball games broadcast on a nine-station Dodger network, Y&R got the assignment.

EWRR's broadcast billings were reportedly in excess of $1,000,000. Y&R's portion of the account, including the Dodger broadcasts, is said to be near $3,000,000 in billings.

■ The agency switch follows a reshuffling of duties and titles in the Union Oil marketing operation. Fred L. Hartley, vp-research, was named to head all marketing operations. C. Haines Finnell, who was manager of retail marketing with responsibility for sales promotion, was named to the post of director of marketing. Other changes include: Jerry Luboviski, formerly manager of advertising and publicity, to manager of advertising and sales promotion, and Earl M. Welty, previously manager of press relations, to director of public relations, with responsibility for institutional advertising and governmental relations. #

quick as a pouf...
a prettier you! that's
what these Ship'n Shores
can do...because they're
65% Dacron polyester
and 35% fine cotton,
the end-all-ironing blend!
3.98
Ship'n Shore

INSTANT—*Ship 'n Shore opens its spring and summer push for its blouses with a three-page front cover gatefold, of which the second and third pages are shown here, in the March Mademoiselle. Geographical split runs are being used in listing stores participating in the promotion. Color and b&w pages will follow in June in magazines. Mervin & Jesse Levine, New York, is the agency.*

Self Regulation, Expanded TV Code Urged by Industry at FCC Hearings

However, CBS' Stanton Demurs, Sees FCC Making Evaluations on Own

WASHINGTON, Jan. 29—More self regulation, including expansion of the tv code to embrace advertising, was the theme this week as leaders of the radio-tv industry had their chance to tell the Federal Communications Commission what should be done about the industry's programming and advertising problems. *(For still another view of tv's problems see story on Page 8.)*

Westinghouse, the National Assn. of Broadcasters and NBC all suggested that FCC put more responsibility on the individual broadcaster, by requiring him to submit evidence at renewal time of his efforts to serve his community.

By the same token, they contended that the broadcaster is the best judge of what the community needs. They were firmly against any standard requirements by the commission, in terms of percentage breakdowns of specific kinds of programs.

■ CBS steered clear of the "do-it-yourself" form of evaluation. CBS President Frank Stanton expressed belief that FCC would inevitably insist on deciding for itself whether the broadcaster's estimate of community need was adequate. Expressing fear that the commis-

(*Continued on Page* 90)

Under Fire, Admen Admit Too Much, Hurt Own Image, Reagan Tells AAW

McCann Exec Urges Ad Week as Vehicle for Counter-Propaganda

LONG BEACH, CAL., Jan. 26—J. Neil Reagan, vp of McCann-Erickson in charge of tv-radio programming for the West Coast, blasted the advertising business last weekend by declaring that he was "embarrassed to be part of a business which has almost completely abdicated to the politicians and pressure groups."

Mr. Reagan delivered his stinging attack at the mid-winter conference of the Advertising Assn. of the West. The McCann executive took a dim view of trekking to Washington "and crying on the Capitol steps saying we are guilty and sorry and we hope you will let us put our house in order."

In his opinion, the advertising business should keep working at improving its standards, but keep discussion and action "within our own ranks." He believes the current publicity can be far more damaging to advertising than any restrictive bill, because it strengthens public opinion that all advertising is crooked and an economic waste.

■ Mr. Reagan said he was "amazed" that with all that has happened during the past 60 to 90 days, no effort has been made to hook a crash program onto Advertising Week to take care of the emergency. He said it is notable that even Rod Serling, a tv writer, who has repeatedly spoken out against advertiser and agency interference with writers and producers, concluded his recent testimony in Washington by saying evils do exist but they represent a polarized view that fails to recognize what is good and has value.

Mr. Reagan asserted that working to prevent passage of a law

(*Continued on Page* 91)

Hostess Food Ltd. Account to McKim

TORONTO, Jan. 27—Hostess Food Products Ltd., a subsidiary of General Foods Ltd., has named McKim Advertising Ltd. to direct its advertising program, effective March 1.

The account, estimated to run something like $125,000 a year in billings, has been lodged at Stevenson & Scott Ltd. General Foods bought Hostess last year. The company's main line is potato chips. #

Farmer Is $35,000,000 Advertiser, U.S. Finds

1,100 Groups Now Use Ads to Push Agricultural Products, Department Says

WASHINGTON, Jan. 28—A "census" of agricultural product promotion released by the Department of Agriculture today shows that there are at least 1,100 producer organizations with promotion programs, and that more than half their expenditures go for advertising.

In the "census" period, fiscal year 1958, the 1,100 active organizations budgeted $67,000,000, including $35,000,000 to advertising. Reports collected by the Agriculture Department indicated expenditures for fiscal year 1959 would probably amount to about $72,000,000, an increase of 9%.

The report, by Robert E. Frye and Violet Davis Grubbs, of the market development research division of the agricultural marketing service, is the department's first effort to learn about self-help efforts of organizations and groups concerned with building markets for farm products.

■ In the report, the researchers said the department knew that 17% to 20% of the nation's total advertising expenditure is for food and food products. It recognized that producers have tended to leave promotion to processors, distributors and retailers.

According to the survey, about a third of all promotional activity originates with "voluntary groups" concerned with product promotions. Farmer cooperatives are the second most active type of producer organizations. Also in the field are councils, commissions, board and state agencies, dependent chiefly on check-offs and assessments.

Aside from advertising, the groups put 23% of their money into public relations and consumer education, and 17% into merchandising aid, with substantial emphasis on point of sale material.

■ Magazines, television and newspapers accounted for about 70% of the advertising activity, with $8,900,000 budgeted to magazines, $8,100,000 to tv and $7,100,000 for newspapers. Radio got 11%.

Dairy and fruit products between them accounted for almost 70% of all expenditures. Nearly

(*Continued on Page* 89)

Insurance Institute Launches $1,250,000 Newspaper Drive

NEW YORK, Jan. 28—The Institute of Life Insurance has launched a $1,250,000 national newspaper campaign to promote the advantages of life insurance and depict its role in helping to curb inflation.

The institute, which kicked off the drive on Monday, will use b&w ads every other week in 575 newspapers through May 9, with 38 papers scheduled to carry 1,500-line ads and 537 papers to carry 1,000-line ads.

■ In one ad, copy describes the "five faces of life insurance" as peace of mind at the stroke of a pen, guaranteed protection at any given time, guaranteed benefits at big-expense time, experienced money management and guaranteed income when you're set to take it easy.

A 12-minute film on inflation, "Trouble in Paradise," ad reprints, and direct mail will be used to support the newspaper campaign.

J. Walter Thompson Co. is the agency for the institute, which has an annual ad budget of $1,850,000.

Last Minute News Flashes

S. C. Johnson to Test Four Varieties of Shoe Polish

RACINE, Jan. 29—S. C. Johnson & Son will use tv spots and newspaper supplements in several Ohio markets, starting about March 1, to test a new line of shoe polishes, which come in four varieties—paste, scuff-coat, self-polishing and white. The paste line is canned, while the others are packaged in dumbbell-shaped polyethylene containers with applicator tips. All lines sell for 49¢. Needham, Louis & Brorby, Chicago, is the agency.

Oxo (Canada) Shifts to JWT from Stanfield, Johnson

TORONTO, Jan. 29—Oxo (Canada) Ltd. has switched its advertising account from Stanfield, Johnson & Hill Ltd. to J. Walter Thompson Co. Ltd., effective Feb. 1. Trade sources report the account bills about $200,000. J. Walter Thompson handles advertising for Oxo's parent company in Britain.

MCA Account Moves to Sudler & Hennessey

NEW YORK, Jan. 29—Music Corp. of America has reportedly assigned its account to Sudler & Hennessey after a "mutual agreement" to end a seven-year relationship with Gardner Advertising Co. The account, which was handled by Paris & Peart prior to its merger with Gardner, represents about $300,000 in billings.

(*Additional News Flashes on Page* 89)

Colgate Defends Gardol Ads, Hits FTC 'Bad Faith'

FTC Acquiesced to 'Protective Shield' for Year, Reply Asserts

WASHINGTON, Jan. 27—Colgate-Palmolive Co., New York, charged today that competitors will get an unwarranted advantage if the Federal Trade Commission presses a complaint it has issued against ads for Colgate's Dental Cream with Gardol.

The Colgate-Palmolive statement was part of an official reply filed with the commission, denying that the company's newspaper, magazine and tv commercials represent or imply that Colgate with Gardol forms a protective shield around teeth which affords users complete protection against tooth decay or cavities.

Colgate not only denied its ads were deceptive; it accused FTC of bad faith.

The company said it continuously submitted sample ads to FTC and voluntarily made suggested changes. The "protective shield" commercial was submitted at FTC's request in October, 1958, Colgate said, and was voluntarily modified as suggested by FTC.

"From October, 1958, to November, 1959," the reply said, "the commission made no objection to such advertising and television commercials or the use of the illustrative 'protective shield,' and the commission gave notice of its objection to the 'protective shield' for the first time by the service of the complaint herein."

■ In arguing that no good purpose would be served by pressing the complaint, Colgate-Palmolive noted the "protective shield" commercial has been permanently discontinued "at great expense." It said other changes also have been made in the contents of Colgate with Gardol ads.

It urged FTC to drop the complaint.

Denying that its ads were deceptive, as charged in the Nov. 19 FTC complaint, Colgate contended none of its ads, "when read or viewed in its entirety," represented directly or by implication that Colgate Dental Cream with Gardol "forms a protective shield around the teeth, thereby affording the user thereof complete protection against tooth decay or the development of cavities in their teeth."

The company said its representations respecting protective quality and action of its products "have not been and are not to the prejudice and injury of the public, but, on the contrary, have been and are to the benefit of the public and informed dental hygiene, and have not caused and are not causing unfair diversion of trade or injury to competition in commerce."

■ Turning to the section of FTC's complaint which charged that deceptive Colgate ads "unfairly diverted trade from competitors and substantially injured competition," Colgate's reply argued the opposite was true.

"The claim of prophylactic or protective properties contained in the advertising and television commercials of respondent's competitors for dentifrice products, upon information and belief, have not been based upon nor warranted by clinical or laboratory tests, have been and are false, misleading and deceptive, and have had and now have the capacity and tendency to mislead members of the public into the erroneous and mistaken belief that such claims were and are true, and into harmful dental hygiene practices and the purchase of competitive dentifrice products of little, if any, qualities or action protective against tooth decay or the development of cavities in the teeth," the reply charged.

In the light of the practices of competitors, Colgate argued, "The continuing publicity given thereto and the relief sought herein would, in effect, with the sanction of the commission, promote harmful dental hygiene practices by members of the public and further the sale to members of the public of competitive dentifrice products.

■ "The commission's action in bringing and prosecuting the proceedings herein and not bringing proceedings against respondent's competitors with respect to aforesaid claims . . . has resulted in trade being diverted from respondent to such competitors, and respondent has been and is being deprived of its property without due process of law."

■ Colgate-Palmolive is also a party to another FTC complaint, issued two weeks ago against advertising for Palmolive shave cream. #

Some Admen Feel FTC's 'Surprise' Complaints Unfair

NEW YORK, Jan. 28—There is an important sector of the advertising business which feels today that it has been booby-trapped by the Federal Trade Commission.

The past procedure of the commission has usually been to give notice to advertisers that advertisements or campaigns or copy claims were objectionable, and advertisers have been willing to compromise, amend or withdraw the offending copy.

But since the first of December, the report goes, advertisers haven't had this option, and in fact have had no opportunity to know that the commission was objecting to the claims. The advertisers say privately that they would have been most happy to change the commercials and advertisements—they just never had a chance.

■ And what's more, the investigators from FTC managed to leave the advertisers with the feeling that they were as surprised as the advertisers when the complaints came flying in.

And, of course, most of the campaigns for which the FTC complaints have been filed are not new campaigns. Some have run for years, some for many months.

Since the companies have been cited, they have naturally elected to do no talking until they face an examiner. In Chicago, Fairfax M. Cone told a newspaper audience that the Pepsodent commercial was "true in every respect" and would be proved. Colgate said immediately that it could shave sandpaper and that the commission knew it. Standard Brands asserted that its "flavor gems" copy was "an established fact" and had been demonstrated to an FTC representative, but told AA it would drop the campaign in all media. Aluminum Co. of America contended that it had not intended to deceive anyone, and that its wrap was indeed superior in tests, but said its commercial, which was challenged, had finished its run.

Meantime advertisers were wondering what happened to what they had regarded as firm FTC policy. They point to FTC's rules of practice, procedures and organization, dated November, 1959. In that document, Section 1.51 under Policy (Sub-Part E, stipulations to cease and desist):

■ "In order to avoid the expense and time involved in formal legal proceedings, it is the policy of the commission to afford individuals, partnerships, and corporations who have engaged in unlawful acts and practices an opportunity to enter into voluntary agreements to cease and desist therefrom, when it appears to the commission that such procedure fully safeguards the public interest.

"Such opportunity is not afforded when the alleged violation of law involves false advertising of food, drugs, devices or cosmetics which are inherently dangerous, the sale of fabrics and wearing apparel which are so highly flammable as to be dangerous, or the suppression or restraint of competition through conspiracy or discriminatory or monopolistic practices. The commission reserves the right in all cases to withhold the privilege of disposition by voluntary agreement."

Since the advertisers involved in shaving sandpaper, removing tobacco stain from teeth, selling margarine with moisture buds and comparing aluminum wraps find it hard to identify their commercials or products as "inherently dangerous," they are wondering if the commission has embarked on a shoot-first-ask-questions-later campaign.

■ In Washington, FTC Executive Director Harry Babcock said he was not aware of any edict changing the commission's policy on stipulated settlements. He emphasized that the opportunity to stipulate is not a right.

Before authorizing stipulated settlements FTC must be convinced of the good faith of the advertiser, Mr. Babcock explained. Among the factors the commission might consider in a particular case are the degree of carelessness by an advertiser who ought to know better; the number of investigations of the company in the past; the magnitude of the offense, including the amount of money spent to promote the deceptive ad; and the vigor with which the advertiser resists. #

FTC May Be Going Too Far, Says Adman Who Chided Colgate

CHICAGO, Jan. 28—A Chicago adman who complained several weeks ago to Colgate-Palmolive Co. about the television commercials for Palmolive Rapid Shave, which featured a man shaving a piece of sandpaper, had plenty to say this week about developments in the case. Ted Bates & Co., which prepared the spots, and Colgate have been cited by the Federal Trade Commission for deceptive advertising; the FTC cited the device of using sand on plexiglass instead of sandpaper in the commercials.

■ James H. Totten, president of James H. Totten Co., publishers' representative, told ADVERTISING AGE he felt the Bates agency was concerned about the criticism it has received for the Rapid Shave commercials, and he thought the agency would go out of its way in the future to avoid any similar situations.

Mr. Totten said the agency had informed him that it was changing the Rapid Shave commercial and that it was emphasizing the soaking process of the shaving cream. Mr. Totten, in a letter Jan. 4 to E. H. Little, board chairman of Colgate-Palmolive, had complained that no shave cream would be able to soften the glue in sandpaper in three or four seconds (length of the exposure in the spot).

■ On the other hand, Mr. Totten felt that Earl W. Kintner, chairman of the FTC, and his organization were going too far in their demands for purity in tv commercials. However, if a commercial is definitely misleading, there is no excuse for it, he added.

In commenting on Bates' charge last week (AA, Jan. 25) that the agency was confused by FTC policy statements and actions, Mr. Totten said he thought the Bates agency "was crying wolf." #

Detroit Agency Appointed

Michigan Wire Cloth Co., Detroit, manufacturer of industrial wire cloth, metal filter cloth and fabricated strainers, has appointed Dudgeon, Taylor & Bruske, Detroit industrial agency, to handle its advertising and pr.

Highlights of This Week's Issue

As pharmaceutical marketing appeared under the spotlight of congressional probing in Washington—the scrutiny provided by Sen. Estes Kefauver and his committee colleagues (see story on Page 8)—Advertising Age compiled a study of ethical drug advertising and its growth. The compilation begins on Page 30.

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Swiss cheese industry will spend $1,000,000 on advertising and promotion in 1960, nearly double its budget of two years ago ....Page 3

Kaiser Aluminum & Chemical Corp. will spend $1,060,000 on a seven-week nationwide campaign to build distribution for its aluminum foil ....Page 4

Roscoe L. Barrow, dean of the University of Cincinnati college of law, warns against "unwise" tv legislation ..Page 8

Barton A. Cummings, president of Compton Advertising, hits advertising research and some of its practitioners ....Page 6

Du Pont study of consumer buying habits shows supermarket shoppers spend 50% more time in the store, but only spend 8% more on merchandise than they did five years ago ....Page 22

Newspaper r.o.p. color linage in November showed a 17.6% increase over linage reported in November, 1958 ..Page 26

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Procter & Gamble's Jif peanut butter and Sterling Drug's Bayer aspirin are among list of brands which made significant market advances in 1959 Page 45

President Eisenhower asks Congress for budget hikes to build federal regulatory agencies for dealing with advertising and marketing ....Page 48

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ABC, CBS and NBC will each sponsor two weekly half hours or one weekly hour of prime time cultural tv programming, to go into effect the second week of November, after the Presidential election ....Page 54

Newspaper advertising linage in 1959 showed a 6.7% gain over linage reported in 1958 ....Page 60

Advertising Age will hold a two-day seminar in successful advertising agency management in Los Angeles in March ....Page 70

Retail sales of "Bat Masterson" canes and other products grossed $4,000,000 by the end of 1959 in an extensive tie-in merchandising program ....Page 71

General Outdoor Advertising Co. offers advertisers a new plan which includes 24-sheet poster showings in the immediate vicinity of supermarkets ....Page 72

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Hosiery ads in 1960 will promote a wide variety of tinted, textured, sparkling hosiery ....Page 74

William Bernbach, senior vp and creative director, Doyle Dane Bernbach, discusses the importance of persuasiveness in good advertising ....Page 77

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Ruppert people
have a thirst for living!
Live a little! Have a Ruppert Knickerbocker!

FIRST AD—*Jacob Ruppert, New York, will break a new $4,000,000 ad campaign this month, using 30 newspapers, ten Sunday supplements, four magazines, 1,400 outdoor posters and radio and tv spots in New York and New England markets. Norman, Craig & Kummel is the agency.*

Ruppert to Put $4,000,000 into Its '60 Campaign

NEW YORK, Jan. 27—Jacob Ruppert will launch a new $4,000,000 advertising campaign this weekend to run through the remainder of the year. This is the largest advertising budget the local brewery has ever had, Maurice E. Atkinson, advertising manager, said, and is $1,000,000 more than 1959's.

Media to be used include 30 newspapers, ten Sunday supplements, 1,400 outdoor posters and four magazines, plus radio and tv spots in the New York and New England areas.

A media rotation schedule has been worked out, Mr. Atkinson said, which will give Ruppert dominance in particular media on a rotating and seasonal basis. This strategy has been devised, he said, to heighten consumer awareness of the campaign "by achieving dominance within given markets in given media at given times."

■ Theme of the ads, prepared by the brewery's agency, Norman, Craig & Kummel, is new: "Ruppert people have a thirst for living." It marks a shift to "Ruppert" from "Knickerbocker," after a nine-year concentration on the latter.

Color magazine insertions in regional editions—nine in *Life*, 11 in *Look*, nine in *Sports Illustrated*, and 11 in *The Saturday Evening Post*—will give Ruppert, Mr. Atkinson said, one of the heaviest magazine schedules ever used by a regional brewer.

The campaign has been designed to "hold and enlarge Ruppert's sales position in the New England market, and to trade up its sales status in metropolitan New York and northern New Jersey."

Ruppert in 1959 ranked 16th among the top 25 brewers with sales of 1,490,000 bbls., compared with 1,450,000 bbls. in 1958, and 1,540,000 bbls. in 1957 (AA, Jan. 11). #

Detroit Direct Mail Elects

Bruce Andrews, Stran-Steel Corp., has been elected president of the newly organized Direct Mail Club of Detroit. Other officers include Carl Welti, Detroit Edison Co., 1st vp; Robert A Vander Pyl, Advertising Letter Service, 2nd vp; Fred Kempster, Detroit Diesel division of General Motors, secretary, and Lester Finley, National Bank of Detroit, treasurer.

Lever Assigns $4,000,000 Suwa Account to JWT

Lintas, Lever House Agency, Had Handled Big German Detergent

By Hazel Guild

FRANKFURT, Jan. 28—Effective Feb. 1, J. Walter Thompson Co. takes over a hefty new chunk of Lever business in Germany—Suwa, one of the top-selling detergents in the land.

Suwa, under the new multi-million-dollar campaign masterminded by JWT, will be presented in an attractive new white and blue package, backed by a new slogan:

"*Suwa Weiss Wie Nie Zuvor—So Duftisch, So Frisch*—which means, Suwa white as never before—so airy, so fresh."

The product itself has been altered. It has increased detergent power and a new look, with slightly larger granules, according to Lever.

Suwa is the third Lever account that JWT has taken over in Germany, adding it to Lux toilet soap, which the agency has handled since July, 1956, and Lux Liquid, which it introduced on the German market in April, 1958 (and which currently has about 10% of the 30,000,000 marks worth of annual sales of liquid detergents in Germany—an astoundingly rapid rise for a new product).

Suwa was formerly handled by Lintas of Hamburg—the Lever

(*Continued on Page* 36)

Reps Do Poor Job of Selling Dailies, Researchers Say

Peabody-Bell Study Calls Sell Unimaginative; Especially Weak in East

NEW YORK, Jan. 26—Advertisers and agency media buyers rate selling techniques of newspaper representatives as "poor to lousy," according to an opinion survey just completed by Stuart Peabody and Franklin Bell, formerly of George Fry Associates and now with Robert Durham Associates.

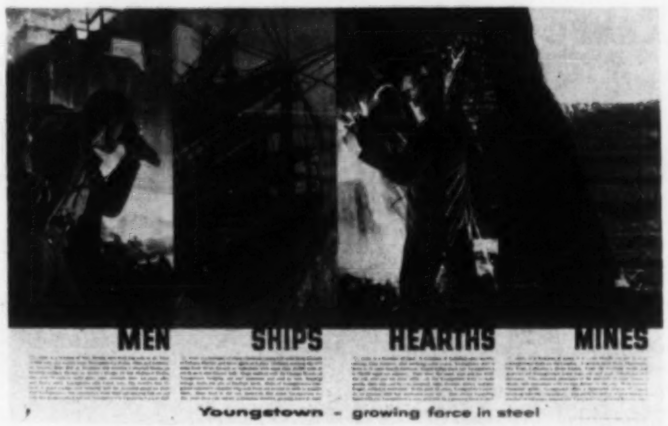
The two ad consultants sampled opinions of media buyers in 28 agencies and ad managements in eight advertising companies in New York, Chicago, Detroit, Cleveland, Cincinnati, Pittsburgh and on the West Coast. The study, conducted via depth interviews over a two-month period, was sponsored by Sawyer-Ferguson-Walker Co. (AA, Jan. 25).

Messrs. Peabody and Bell said today that the consensus of media buyers and advertiser managements was that the quality of newspaper representatives' sales and selling techniques could hardly be worse.

"There was unanimous agreement that newspaper reps are doing a poor job," they told ADVERTISING AGE. "Most media men said they regarded the reps simply as 'checkers,' merely making a call to check and see whether their newspapers or their opposition were on the advertiser's media list.

■ "And in New York particularly, agency media buyers were irri-

(*Continued on Page* 66)


MEN
SHIPS
HEARTHS
MINES
Youngstown - growing force in steel

YOUNGSTOWN'S IMAGE—*Youngstown Sheet & Tube Co. will kick off a new extensive corporate image ad campaign with a four-page insert in February issues of Business Week, Forbes, Fortune, Iron Age, Purchasing, Steel and U. S. News & World Report. The illustration shows two pages of the insert.*

Youngstown Sheet & Tube Puts Moratorium on Product Ads, Sets $500,000 Image Drive

YOUNGSTOWN, O., Jan. 26—Youngstown Sheet & Tube Co., the nation's sixth largest producer of steel, will concentrate its advertising efforts this year on building a corporate image.

The steel giant has suspended all product advertising indefinitely in favor of the corporate image promotion, which breaks next week with a four-page color insert in the February issue of *Fortune*. The same ad will run also in February issues of *Business Week, Forbes, Iron Age, Purchasing, Steel* and *U. S. News & World Report*.

The image campaign is expected to cost about $500,000. In addition, Youngstown plans to invest some $200,000 this year in developing new sales literature, merchandising materials, display items and other materials.

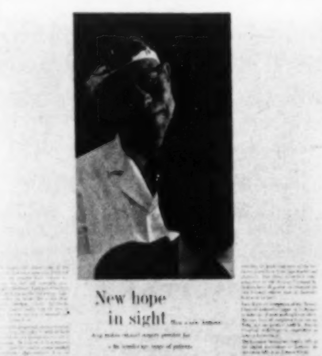
■ The recommendation to drop product advertising in favor of the image promotion was made to Youngstown by Erwin Wasey, Ruthrauff & Ryan, Chicago, which took over the account last August (AA, Aug. 24, '59) after the steel company had terminated a 22-year relationship with Griswold-Eshleman Co.

EWRR made the recommendation following several research projects, which disclosed that although purchasing and production executives had a healthy respect for Youngstown products, the company itself was almost completely unknown to management on all levels.

"We felt that stopping product advertising for a while, would give us a chance to establish a base of corporate recognition for future product ads and allow us to reevaluate media, and update technical and promotional literature," John E. Gavin, EWRR account executive, told ADVERTISING AGE.

■ Youngstown ran the first corporate ad campaign in its 60-year history last year. It invested $100,000 in six ads each in *Business Week, Forbes* and *U. S. News & World Report*. In addition, the company invested about $229,000 to promote products in 39 trade

(*Continued on Page* 38)


New hope
in sight
The Armour Chemical Industries

THE OTHER ARMOUR—*Armour Chemical Industries—the non-food segment of Armour & Co.—will launch its first corporate image campaign with this page ad in the February issue of Fortune.*

Armour Push to Boost Image as Chemicals Seller

CHICAGO, Jan. 26—Armour Chemical Industries will kick off its first corporate image advertising campaign next week with a page ad in the February issue of *Fortune*.

Armour Chemical Industries—the non-food end of Armour & Co., the world's second largest meat packer—is composed of six companies which produce such items as mineral plant food, fatty acids, soaps, leather, adhesives and pharmaceuticals. The companies include Armour Agricultural Chemical Co., Armour Industrial Chemical Co., Armour Pharmaceutical Co., Armour Alliance Industries, Armour Leather Co. and Armour soap division.

Page ads will run each month throughout the year in *Fortune* and each ad will discuss a product or process of one of the six divisions. The initial ad features Alpha Chymar, a new drug used in cataract surgery, which was discovered and is produced by Armour Pharmaceutical Co. Foote, Cone & Belding is handling the campaign.

■ "The program is intended to establish and develop an awareness on the part of business men and others of the Armour Chemical Industries as an aggressive group of innovators and a dynamic source of supply for some of the essential tools of industry," Kenneth L. Skillin, Armour advertising director, told ADVERTISING AGE.

He went on to say that many management people, business men and educators are not aware of the number and importance of non-food products produced by Armour, and added that the *Fortune* push would be an educational and informative promotion. Reprints of each of the ads will be mailed each month to 4,000 business executives and 2,000 top educators, he said. #

Gossage Blasts Outdoor as 'Invasion of Privacy'; 'Not Even Ad Medium'

OAI Says Attack Is an 'Attempt to Rationalize an Emotional Position'

NEW YORK, Jan. 27—Howard L. Gossage, exec vp of Weiner & Gossage, San Francisco, writing as guest editor of "The Easy Chair" in the February issue of *Harper's Magazine*, attacks outdoor advertising as an invasion of privacy and declares it is not even an advertising medium.

He also includes a ballot at the end of his article, part of an "eventually forthcoming" book to be published by MacMillan, titled, "How to Read an Ad," asking for a vote on whether there ought to be or ought not to be outdoor ads.

Outdoor posters, Mr. Gossage says, do not qualify as an advertising medium.

"An advertising medium," he says, "is a medium which incidentally carries advertising, but whose primary function is to provide something else: Entertainment, news, matches, telephone listings, anything. I'm afraid the poor old billboard doesn't qualify as a medium at all; its medium, if any, is the scenery around it, and that is not its to give away."

■ Declaring it is a mistake to attack outdoor advertising on esthetic grounds, Mr. Gossage admits that outdoor advertising designs "are the best money can buy. From an esthetic point of view, it is hard to see that most billboards are inferior to the property they obscure; usually they are markedly superior."

However, Mr. Gossage says, "outdoor advertising is peddling a commodity it does not own, and without the owner's permission: Your field of vision. Possibly you have never thought to consider your rights in the matter.

"Nor is it possible for you to escape; the billboard inflicts itself unbidden upon all the blind or

(*Continued on Page* 94)

Fendrich Moves to Noble-Dury; Plans New Stress on TV

EVANSVILLE, IND., Jan. 26—H. Fendrich Inc., Evansville, marketer of La Fendrich, Charles Denby and Black Hawk cigars, has moved its ad account from G. A. & Saas Co., Indianapolis, to Noble-Dury, Nashville.

At the same time, the company revealed it will shift its media lineup March 15, de-emphasizing newspapers and stressing spot tv, in its primary marketing area. This includes North Dakota, Minnesota, Wisconsin, Illinois, Indiana, Ohio and parts of the South.

■ Until now, Fendrich's advertising has been mainly in newspapers, with tv getting only about 30% of the budget and radio and outdoor getting smaller amounts. But, according to Daniel F. McCarthy Jr., sales vp, newspaper pages are too full of cigar ads, so Fendrich this year will earmark about 80% of its budget to tv, followed by radio, outdoor and then newspapers.

Mr. McCarthy said the 1960 budget will be "greatly expanded."

Silver Salver Souped up Sales . . .

Consistent Ad Use Made Pall Mall Leader

From 'Prestige' Item It Grew in Unit Size, Copy Appeal, Share of Market

NEW YORK, Jan. 27—According to *Business Week*, Pall Mall is the No. 1 cigaret in the U. S. According to Harry Wooten, in *Printers' Ink*, it is second to Camel. According to Sindlinger & Co., Pall Mall and Camel have nearly the same number of smokers—6,443,000 for Pall Mall, and 6,456,000 for Camel—but Camel smokers smoke more (24.3 cigarets a day, against 20.3 for Pall Mall), and thus Camel is the leading brand.

■ But no matter the measurement Pall Mall's rise has been steady throughout the postwar period, and what tobacco men call Big Red looks as if it would shortly dominate the cigaret business.

If it does, Pall Mall will represent something of a departure: It has no miraculous filter, tattoos, premiums, special pack. It makes no therapeutic claim. Its smokers aren't depicted as rugged outdoor men. They don't sing chanteys. It has a waltz rather than a jingle for its heavy spot radio schedule. Its basic copy claims are to be found in copy run 20 years ago.

■ Pall Mall, in a business where realism and photography are hallmarks, uses art—paintings—almost exclusively. (It has been sneaking in some photographs recently.) Pall Mall, in a business whose attention seems riveted on the Common Man—the rancher, the sailor, the tool rigger—and the Kitchen (where smiling housewives unload groceries and cartons of cigarets) retains a sophisticated and upper-upper approach to its copy. The artwork is stylized, the settings are

(*Continued on Page* 56)

Swiss to Plug Holes in Cheese Market With $1,000,000 Push

GENEVA, Jan. 26—The Swiss cheese industry will spend $1,000,000 on advertising and promotion in 1960—nearly double the budget of two years ago.

The increased expenditure results from concern by the 2,000-strong Swiss Cheese Union over the growing drop in consumption of the home product.

The union feels the sales decline is due to increasing competition from Dutch, French and Italian brands. The Swiss themselves are eating 40% less cheese than they were several years ago.

About 80% of the 1960 budget will be spent in Europe on print advertising and film commercials in movie theaters. The remainder has been alloted to a print campaign in the U.S.

■ On the home front, the union is offering a recipe booklet to consumers at cost price. The union said the offer has drawn 90,000 replies so far. #

'59 Import Car Ad Spending Up 178%, PIB Says

NEW YORK, Jan. 26—Foreign car advertising skyrocketed in 1959.

Figures compiled by Publishers Information Bureau show that the imports accounted for a total of 715 advertising pages in magazines. These pages cost $7,500,000, at gross rates.

Comparable figures for 1958 were 360 pages and gross revenue of $2,700,000.

The 1959 spurt is even more striking when compared with the expenditures of previous years. In the 11 years inclusive from 1948 to 1958, magazines carried a grand total of 1,005 pages of import car advertising.

With Detroit now in the field with its compact models, importers are expected to spend at an even greater rate in 1960.

Nearly 600,000 imported cars were sold in the U. S. in 1959, compared to the 377,000 registered in 1958. During the first 10 months of 1959, imports accounted for 9.82% of the U. S. automobile market.

▪ PIB figures show that 10 magazines received 84% of foreign car advertising. These magazines—and the pages carried by each—are: *The New Yorker*, 132; *Sports Illustrated*, 115; *Time*, 104; *Newsweek*, 54; *Sunset Magazine*, 53; *Holiday*, 47; *Life*, 45; *U. S. News & World Report*, 19; *The Saturday Evening Post*, 18; *Saturday Review*, 13. #

Joins Center for Research

Nathan March, formerly with Fuller & Smith & Ross, has joined the Center for Research in Marketing, Peekskill, N. Y., as study director.

Kaiser Declares 'War' on Grocers in Consumer Ads

Freberg-Type Comic Copy Tells Salesman's Struggle for Shelf Room

OAKLAND, CAL., Jan. 29—Kaiser Aluminum & Chemical Corp. will spend $1,060,000 on a seven-week crash campaign to build nationwide distribution for its Kaiser foil, with a radical switch from the "demonstration" to the "humor" technique.

The company hinted at the campaign to come with its commercial on the Jan. 24 "Maverick" show (ABC-TV). The commercial was devoted to the "Battle of Shelf Space Hill" in a mock warfare with grocers who fail to stock their shelves with Kaiser's quilted household foil.

Created by Stan Freberg, Hanno Fuchs, creative director in the San Francisco office of Young & Rubicam, and others of the Y&R Kaiser account team, the new tv commercials, instead of demonstrating Kaiser foil superiority, use Freberg-type humor to start "Clark Smathers," salesman, into a war with grocers.

The tv approach will be backed by a saturation radio campaign that will run for seven weeks on 170 stations in 35 major markets, beginning Feb. 4. In soap opera fashion, the radio spots also will feature salesman Smathers and the problems he faces in selling Kaiser foil to grocers.

▪ "Of the $1,060,000 which will go into this intensive campaign," ADVERTISING AGE was told by George B. Richardson, Y&R vp and San Francisco manager, "a total of $505,000 will be over and above Kaiser's regular advertising budget."

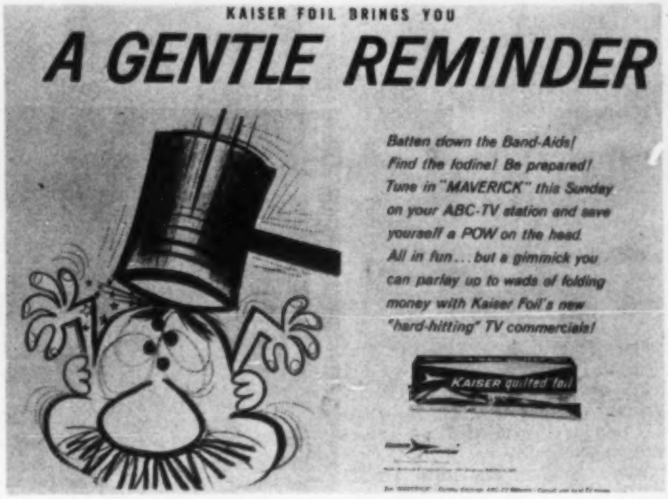
The appropriation breaks down into $440,000 for radio; $480,000 for 16 prime tv minutes a week; $75,000 for production; $50,000 for point of sale materials, and $15,000 for trade ads.

Grocers in 35 of the top U.S. markets were informed of the tv and radio campaign at special meetings conducted by representatives of both Y&R and Kaiser. In addition, a two-page color ad in the Feb. 29 and March 1 issues of *Supermarket News* warns grocers to have bandages on hand should they be called on by salesman Smathers.

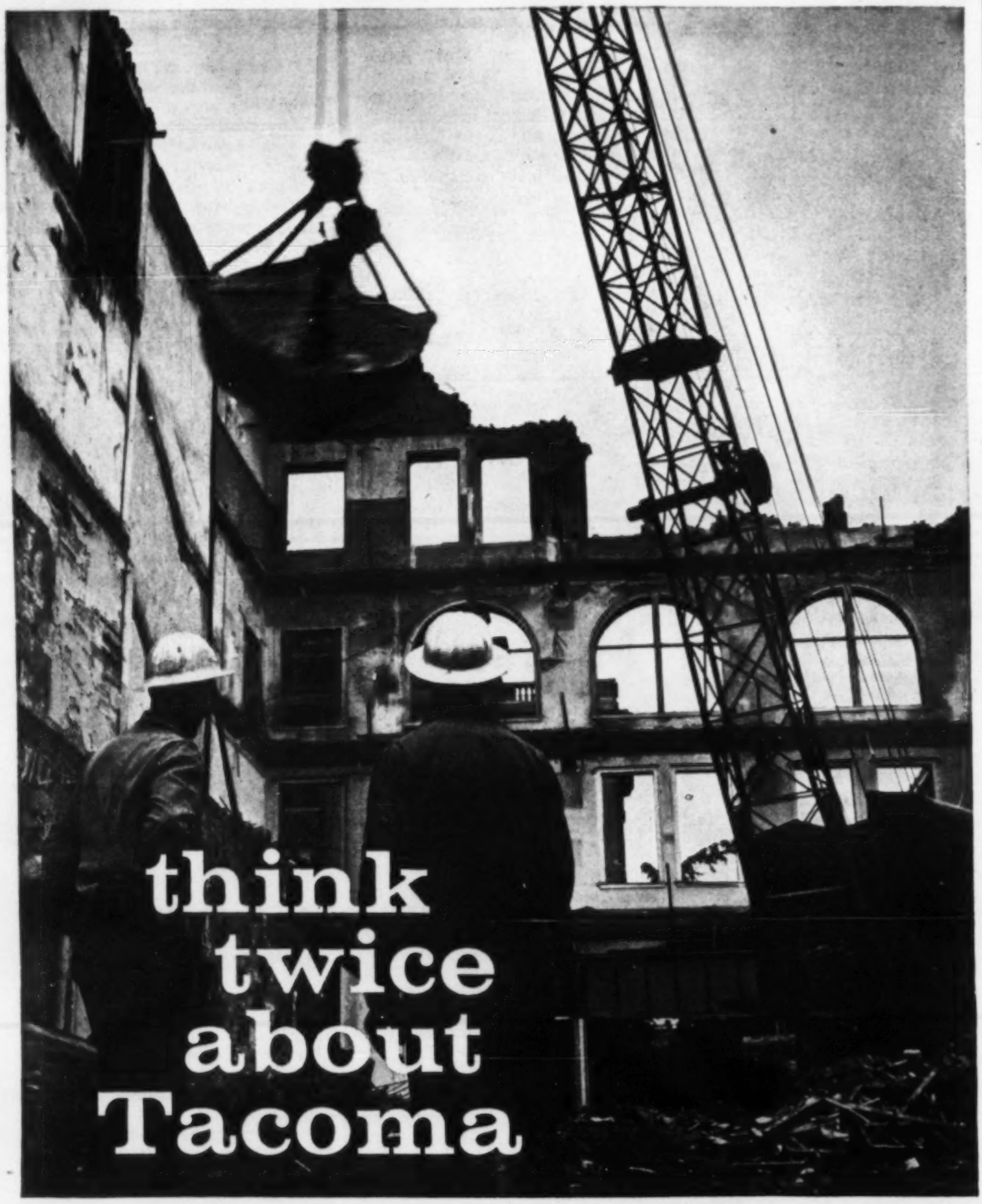
▪ Y&R account supervisor William Reilly explains that "several months ago we decided that it might be possible to get more consumer attention from Kaiser foil advertising by switching to the light approach and dealing with actual company problems, such as distribution."

With this as the basis, Y&R called in creative director Fuchs and Mr. Freberg and worked out the forthcoming zany "battles between Clark Smathers and the grocers."

As a sidelight to the campaign in which—on the radio commercials—a harsh-voiced landlady demands the rent money from Smathers just at the time he is failing to sell Kaiser foil to grocers, at almost the exact moment Mr. Freberg was casting the commercial, his landlady allegedly knocked on the door and asked for the Freberg rent. She was cast on the spot to do the commercial. #


KAISER FOIL BRINGS YOU
A GENTLE REMINDER
Batten down the Band-Aids! Find the Iodine! Be prepared! Tune in "MAVERICK" this Sunday on your ABC-TV station and save yourself a POW on the head. All in fun... but a gimmick you can parlay up to wads of folding money with Kaiser Foil's new "hard-hitting" TV commercials!
KAISER quilted foil

IT'S WAR—*This two-page color ad will appear in the Feb. 29 and March 1 issues of Supermarket News, as part of Kaiser Foil's seven-week crash campaign to build nationwide distribution with humor.*



where things are happening to keep business good . . . *and make it better!*

Another Tacoma landmark comes down. In its place rises a modern drive-in facility for National Bank of Washington. Just one more example of the fact: *things are happening in Tacoma* to keep business good, to make it even better (and it's mighty good right now!).

So, when you're planning a promotion —*think twice about Tacoma.* First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market that can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

THE "BIG THREE" TIMES SERVICE WEEKLIES

—JUST ABOUT

UNIVERSAL MILITARY COVERAGE

US ARMY
ARMY TIMES

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

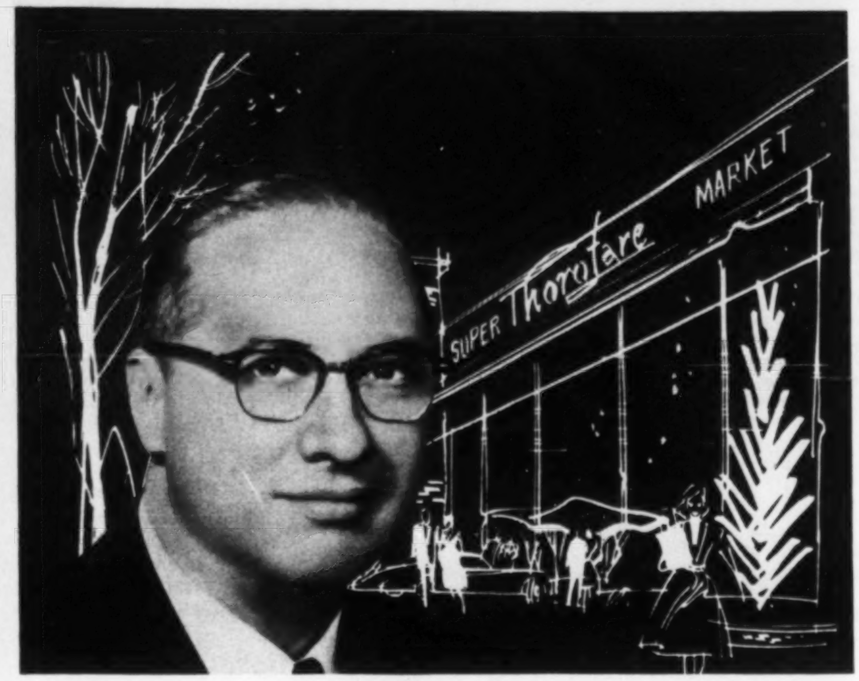
Air Force Times
ARMY TIMES
NAVY TIMES

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON CHARLESTON, S.C. CHICAGO DALLAS DETROIT HONOLULU LOS ANGELES MIAMI NEW YORK PHILADELPHIA SAN ANTONIO SAN FRANCISCO FOREIGN OFFICES: FRANKFURT LONDON PARIS ROME TOKYO

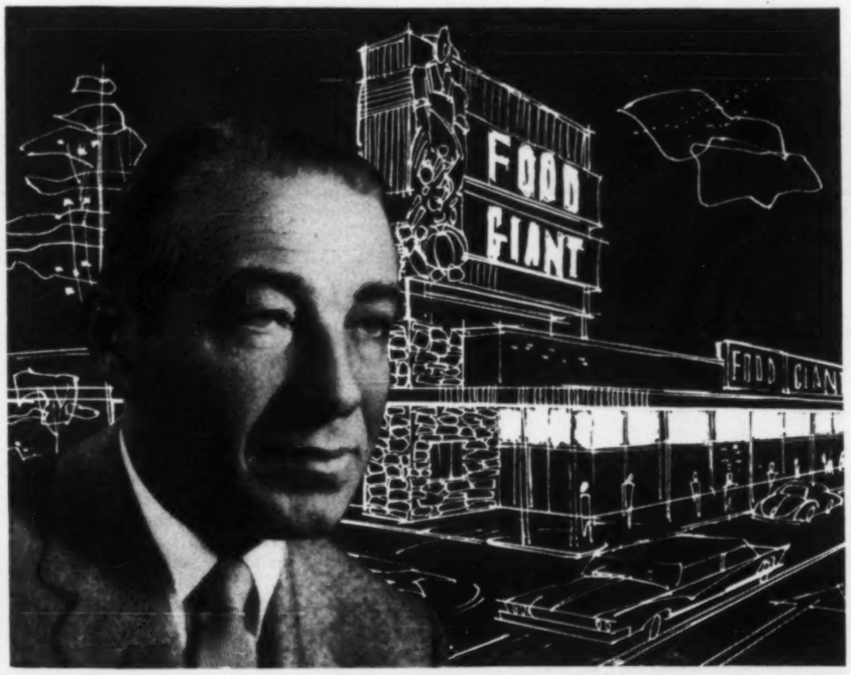


"It has been our experience that a good product advertised regularly in the pages of THIS WEEK Magazine is thoroughly 'pre-sold' to the consuming public. That is why THIS WEEK advertised products get good shelf position in our stores."

L. B. SMITH, Jr., *President,* Thorofare Markets, Inc.,
Murrysville, Pennsylvania. 54 stores. $109,079,519 annual volume.

Are you getting maximum shelf space from top food retailers like these?

Read what they say about products advertised in THE BIG ONE



"THIS WEEK Magazine truly excites and enthuses its readers. We are conscious of this for we know first hand how THIS WEEK readers respond to the steady advertising programs of our suppliers. There is no question in our minds about it, THIS WEEK figures importantly in our customers' buying decisions and does an outstanding job of selling for us."

THEODORE E. CUMMINGS, *President,* Food Giant Markets,
Los Angeles, Calif. 28 stores. $83,000,000 annual volume.

"The pre-selling that is accomplished through advertisements in THIS WEEK Magazine gives tremendous impetus to our sales and profits with fast turnover of national brands. We believe THIS WEEK is the ideal medium for the manufacturer who wants to help us sell more of his products through our supermarkets."

Tom Borman

TOM BORMAN, *President,* Food Fair Markets, Inc.,
Detroit, Michigan. 33 stores. $73,008,000 annual volume.

To move goods fastest...
Buy The Big One!

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Cummings Hits 'Research Happy' Advertising Men

Compton Head Urges 'Good Research or None' at ANA Workshop in N.Y.

NEW YORK, Jan. 27—Barton A. Cummings, president of Compton Advertising, led off an Assn. of National Advertisers workshop here today with a critical swipe at advertising research and some of its practitioners.

"As an industry," he said, "we've gone research happy. Today you'd hardly dare say that cake mix is bought by housewives without a survey to support this supposition.

"It seems to me that altogether too much advertising research is undertaken just to get some numbers that will serve as a crutch for judgment, or even worse, as a substitute for judgment. And yet, unfortunately, our research standards have not kept up with our appetite for numbers. Too often, we don't even ask what the numbers mean."

Mr. Cummings said that because of the economics of research, a "lot of good research gets vetoed and a lot of bad research continues to be done." He said that research men are partly responsible for this.

■ Research men, he said, "haven't had the guts to stand up and say bad research is worse than no research, because it can warp your judgment." He said too many researchers have been "willing to do research, at a price, even when they didn't believe it."

"But advertising management is guilty too," said Mr. Cummings. "Advertisers and agencies demand that just about everything be tested and researched. We demand numbers to buttress every decision. We demand so many numbers that unless they can be produced at bargain basement prices, we simply can't afford them." He suggested that the advertising business adopt a slogan for the '60s—"Let's do no research, except good research."

Mr. Cummings' critique on what's wrong with advertising research was followed by a description of Compton's sales message index by Edward Battey, vp and director of research at the agency. Mr. Battey described how his agency's CSMI system can be applied to the measurement of the communications efficiency of broadcast and print ads.

■ Advertising's role in producing sales was evaluated by another speaker, G. A. Bradford, consultant in advertising and sales promotion, General Electric Co., who said advertising is one of several elements influencing consumer acceptance of a product.

"Advertising cannot by itself produce sales," said Mr. Bradford. "Neither can warehouses, product quality, people or price. Each has a strong influence which varies in relative importance depending upon such things as the essential needs of the customer and the competitive offerings of other manufacturers. They vary, too, depending upon the maturity of the industry, the attitude towards functional substitutes and the 'identity' of the product in its industry."

■ Richard K. Van Nostrand, assistant vp and new products marketing supervisor for Bristol-Myers Co., told the workshop audience that "new products is the by-word in most progressive companies. Everyone is on the kick.

"It takes a genius," said Mr. Van Nostrand, "to figure out successfully where the future lies and what has to be done, what risks must be taken and what investments will be required to keep individual products and companies' heads above water in the turbulent, soaring '60s."

He said that test areas should be as carefully chosen as possible to point out "the true potential of the product," adding that picking the area where the sales force is the strongest will not present a true picture when results are being read.

To assist in reaching the ultimate decision, Mr. Van Nostrand suggested, "use the best market and sales research that you can buy. Stinting in this area and then depending largely on these results is one of the quickest ways to walk the plank of product failure.

"It is unfortunate," he continued, "when your product fails in its test area. It is calamitous when you have read the test results wrong and end up with a national failure on your hands." #

PERFECT Pizza
with a FINE ITALIAN TOUCH
use NEW, FASTER APPIAN WAY Pizza MIX & SAUCE
and KRAFT GRATED CHEESE
APPIAN WAY Pizza

PERFECT PIZZA—*Kraft Food Products, Chicago, and Food Specialties, Worcester, Mass., will run this full-page, color ad in the Feb. 8 issue of Life in a tie-in promotion for Kraft grated cheese and Appian Way Pizza Mix. Charles F. Hutchinson, Boston, is the agency.*

James Hill Jr., 62, Chairman of Sterling Drug Inc., Is Dead

PARIS, Jan. 28—James Hill Jr., 62, board chairman and chief executive officer of Sterling Drug Inc., one of the largest proprietary drug concerns in the country, died yesterday of a stroke.

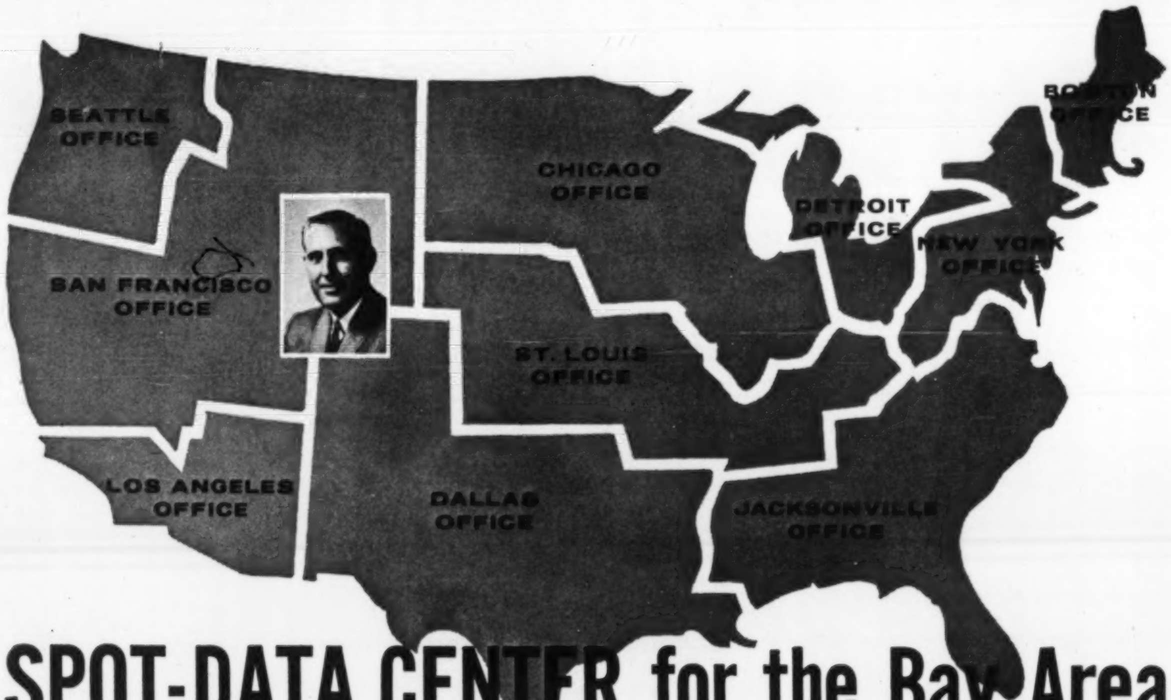
Mr. Hill, who had headed Sterling for more than 18 years, was reportedly in a business conference at the Ritz Hotel when he suffered the stroke.

Born in Newman, Ky., he attended Kentucky State University, and later received an M.A. in economics from Bowling Green University. He became a certified public accountant in 1928. During World War I he served in the Army and was wounded in the Argonne.

From 1922 to 1929 he was with the income tax unit of the U. S. Treasury Department. He joined the Sterling organization in 1929 as a tax accountant. Four years later he was named comptroller of the company and in 1939 was elected treasurer. In August, 1941, Mr. Hill was elected president, and in 1949 he was also named board chairman. Six years later he relinquished the presidency.

■ In an interview 12 years ago, Mr. Hill told ADVERTISING AGE that he personally approved all advertising budgets for the company's division.

"Advertising," he said, "is the most important thing we have to do around here. So we assign the top men to it rather than bring in advertising managers to handle it" (AA, July 23, '48). #



SPOT-DATA CENTER for the Bay Area

NED SMITH, *manager of our San Francisco office, one of ten offices providing fast, efficient service to Advertising throughout the U.S.—service that helps advertising dollars deliver extra value.*

Manufacturing is California's major industry — a fact often surprising to those who think of the state mainly in terms of fruit or film. In just six years following World War II, California's industrial production more than doubled.

In helping west coast industries get a greater share of America's consumer dollars, Spot Television has played a big part. And in 25 key markets, the stations that consistently deliver top selling-power per dollar are represented by Blair-TV.

Efficient time-buying demands accurate down-to-the-minute data on these markets and stations — data instantly available to the Bay Area through our San Francisco office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising, and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—
Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—
Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—
Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—
Tampa-St. Petersburg

Once upon a time, in the land of Monaco,

a beautiful princess named Grace decided to hold her first major interview inside her burnt-sienna-and-cream-colored palace. Being a wise and wonderful princess, she naturally chose a royal reporter for this special event—her old friend, Pete Martin, of The Saturday Evening Post. And in this week's issue of the Post, millions of people throughout our realm will get their first intimate look at the gay, glittering life of this fairy-tale princess. How she has changed since her Hollywood days. Whether her marriage is really happy. Her thoughts about returning to the world of show business. "I Call On Princess Grace" is typical of the regal collection of features, fiction and fun you find in America's family magazine every week. Articles by Jerry Giesler, Perle Mesta, Norman Rockwell. Fiction by Faulkner, Saroyan, O'Hara, Forester. No wonder millions of loyal subjects buy the Post week after week after week—and read happily ever after!

A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

Tranquility Under Crossfire . . .

Anti-Trust Plaint Hits Carter as Senators Hit Its Ad Costs, Pricing

Hoyt Says Miltown Price Is 'Moderate,' Cites Public 'Benefits'

WASHINGTON, Jan. 27—Makers of "mild tranquilizers"—Miltown and Equanil—were caught in a government crossfire this week, with Senate investigators probing their prices and ads and the Department of Justice unleashing a restraint of trade complaint.

Executives of Carter Products, New York, expressed indignation over testimony received by the Senate anti-monopoly subcommittee last weekend, contending that Miltown ads in medical journals omitted information about side effects which would be important to doctors.

Noting that the complete reference work listing all articles on meprobamate (Miltown)—unfavorable as well as favorable—is sent annually to all general practitioners, psychiatrists and other specialists, Dr. F. M. Berger, Miltown's developer, commented, "We have sufficient confidence in the intelligence and sense of responsibility of doctors to know they will prescribe the drug, not on the basis of a one-page ad, but on the basis of substantial information in the medical journals and their own experience in using the drug, as well as the experience of their colleagues."

■ The advertising controversy hinged on contentions by two expert witnesses Friday that Miltown has habit-forming effects which were not disclosed in ads in medical journals. The witnesses—Dr. H. E. Lehmann and Dr. Fritz Freyhan—said omission of warnings might be overlooked by general practitioners, who are less familiar with the characteristics of tranquilizers than psychiatrists who read specialized medical journals.

Dr. Berger denied that Miltown has habit-forming tendencies when used under ordinary circumstances. He said doctors who detected habit forming effects in Miltown worked with institutionalized persons who received heavy doses over long periods and who were prone to addiction.

"You can't put warnings on everything," Dr. Berger said. "You don't put warnings on beer or whisky bottles or shotgun shells. It is understood they are dangerous if misused."

■ Henry H. Hoyt, president of Carter Products, told the subcommittee Carter is an example of a small company that has made good. He credited success to patent protection secured for Miltown. At the time he purchased the company in 1930, he said, it had 30 employes and $550,000 of sales. In 1959 it had 585 employes and $48,000,000 of sales.

"Our expansion has been achieved by our own development of original products through our own research and our own ingenuity," he said. "We have never merged with another company, nor have we copied other products already on the market." He cited as other examples of original Carter products, Arrid deodorant, Nair depilatory and Rise pressurized shave cream.

Mr. Hoyt testified that advertising claims for meprobamate are based on responsible clinical research and on papers published by physicians, or on personal communications with doctors. He said advertising for prescription drugs passes under the review of a medical man before being released.

■ Total advertising and promotion costs for Miltown last year were $9.22 per physician, he said. Profit was estimated at 1.2¢ per tablet. "Miltown is priced moderately and fairly to the patient," he contended; "31.8¢ a day for the normal three-tablet dosage—comparable in price to a package of cigarets or 1 gal. of gasoline.

"The real test is not whether Carter or any small company has made profits," he contended, "but whether it has useful and beneficial products being sold at reasonable prices within the reach of those who need them.

"Bearing in mind our 13 years in the ethical drug field without profit, and the fact that Carter's ethical drug profits are in constant jeopardy from other companies' research, it is, in my opinion, scarcely reasonable to criticize four years' profits resulting from 17 years' effort."

Noting the emphasis put on the cost of drugs to elderly retired people, Mr. Hoyt stressed, "The principal users of Miltown are the active, productive people in the age groups which normally work under pressure."

■ Meanwhile the Department of Justice charged in a civil anti-trust complaint that Carter uses its Miltown patent to maintain artificially high prices and to curtail competition.

The complaint said Carter and American Home Products have agreed to exclude all other firms from making and selling meprobamate products in the U. S. and to fix prices. The Justice Department said the agreement also limits use of meprobamate in drugs to treat arthritis, gastro-intestinal, cardiac and other ailments. #

Needham, Louis Billings in 1959 Hit $38,430,044

CHICAGO, Jan. 28—Needham, Louis & Brorby racked up $38,430,044 in billings last year—highest total in the agency's 35-year history.

The 1959 billings represented an increase of $615,277 over 1958 billings, and marked the ninth consecutive year that a gain has been shown. Net profit amounted to $248,538, or 22% higher than in 1958.

Maurice H. Needham, president, predicted that billings this year would exceed $40,000,000. NL&B is one of the few agencies in the U.S. to release its financial statement annually. The agency is an employe-owned corporation, with capitalization consisting solely of common stock which is available only to employes. Some 160 employes, or 50% of the personnel, are shareholders.

■ James L. Isham, vp in charge of creative services, and Richard H. Needham, vp and director of personnel, are newly elected members of the agency's board of directors. #

Buckman Joins Lilienfeld

William H. Buckman has joined Lilienfeld & Co., Chicago, as an account executive. He previously was a member of the sales promotion department of Toni Co., Chicago.

THE INDIANS ARE COMING!
AIR-INDIA

TEASER—*This is one of a series of teaser ads Air-India has been running in New York.*

Fairchild Camera Names Geer for $1,000,000 Push

NEW YORK, Jan. 27—Fairchild Camera & Instrument Corp. announced its entry into the consumer market this week with the introduction of a synchronized 8mm home movie system consisting of a $239 camera and microphone and a $249 projector.

An advertising, publicity and store merchandising program for the new products will break in April. Geer, DuBois & Co., an agency which has been mainly in the industrial field, has been appointed to handle the advertising. The introductory budget, through Christmas, will be more than $1,000,000, according to Peter Geer. Store merchandising will be handled by Ralf Shockey & Associates and publicity by Robert E. Rolnick Associates.

The new camera, called the Fairchild Cinephonic Eight, will be introduced with a color spread in *Life*, April 21. The rest of the schedule includes *Atlantic, Better Movie Making, Harper's, Holiday, Modern Photography, National Geographic, New York Times Magazine, The New Yorker, Popular Photography, The Saturday Evening Post, Sports Illustrated, Sunset Magazine* and *U. S. Camera*. A heavy cooperative program is also planned.

■ Company sales have increased from $31,674,000 in 1958 to about $43,000,000 in 1959. Net profit went from $554,000 in 1958 to $1,375,000 for the first nine months of 1959.

The agency, Geer, DuBois, said it won the account in competition with some 20 others, all billing "many times" the "under $5,000,000" it reports, on the basis of its creativity. It has been predominantly industrial but broadened into the consumer area with the joining of Peter Geer two years ago, as exec vp and creative director. The agency was founded by his father. Mr. Geer was assistant to David Ogilvy from 1951 to 1954 and ad director of Wallachs men's stores until '58.

■ Last year, the agency acquired O. M. Scott & Sons, manufacturer of lawn care products, as the first major step into the consumer market.

This week the agency was also named to handle advertising by Royal Crown Derby Inc., U. S. and Central American agent for Royal Crown Derby English bone china. A forthcoming campaign will be the first national advertising in Crown Derby's 210-year history. #

'Indians' Teaser Ad Drive Heralds New Air-India Flights

NEW YORK, Jan. 27—A teaser campaign, "The Indians are coming," delivers its bizarre punchline next week with the announcement of Air-India service across the Atlantic.

The small-space teasers have been running for the past week in the *New York Herald Tribune* and *New York Times*. Next week "Indians are here" ads will run in the same two papers.

The *Times* will carry a 2,100-line insertion Tuesday and a 1,000-line ad Thursday. The *Herald Tribune* will carry the 2,100-liner Wednesday and the 1,000-liner Feb. 10.

■ The campaign will be extended to magazines and to newspapers in other cities. A page will run in *The New Yorker* Feb. 6, followed by full pages in *Atlantic, Harper's Magazine, Holiday, New York Times Magazine, Saturday Review* and *Time*.

Air-India also plans to use the travel sections of the *Chicago Tribune, Los Angeles Examiner, Los Angeles Times, Philadelphia Inquirer, San Francisco Examiner* and *San Francisco Chronicle*.

A radio schedule will run on WQXR, New York, and the campaign will be rounded out with direct mail and merchandising programs directed to travel agents.

■ Air-India begins its transatlantic service on May 14. Flights out of New York will service London, Paris, Rome, Frankfurt, Geneva, Beirut, Cairo, Bombay and Calcutta.

Van Brunt & Co., Air-India's agency, said the campaign will be primarily "softsell." Copy will point out that Air-India treats the traveler as if he were a potentate. "Ask any potentate," the ads will say.

Air-India becomes the 16th carrier to offer scheduled service across the Atlantic. The top five carriers in the first nine months of 1959 were Pan American, BOAC, TWA, Scandinavian Airlines and Air France. Pan Am has about a third of the total market, carrying twice as many passengers as its nearest competitor, BOAC. #

N. Y. Stock Exchange Schedules $460,000 Spring Print Drive

NEW YORK, Jan. 29—The New York Stock Exchange today announced a $460,000 spring advertising campaign that will stress the importance of stocks and bonds in planning for family security.

The program covering the next six months will appear in 560 newspapers and in pages in *Life, Newsweek, The Saturday Evening Post, Time,* and *U.S. News & World Report*. In addition, selected ads will also be used in *Atlantic Monthly, Harper's Magazine, National Geographic, Nation's Business, The New Yorker, Saturday Review* and in fraternal publications such as *Elks Magazine, Kiwanis Magazine, Lion Magazine* and *Rotarian*. The exchange will also continue its regular advertising in business and financial publications.

Compton Advertising is the agency. #

Flotill Products Names Grant

Flotill Products, Stockton, Cal., canner, has appointed Grant Advertising, Hollywood, as its agency. Heintz & Co., Los Angeles, and Flotill announced last November they were ending their relationship at the end of 1959.

Burnett Adds Canadian Portion of Camay Account

TORONTO, Jan. 26—Procter & Gamble Co. of Canada Ltd. has moved the advertising and marketing account of Camay toilet soap from F. H. Hayhurst Co. Ltd. to Leo Burnett Co. of Canada Ltd., effective May 1.

Advertising budget for Camay is not known, but trade sources estimate that the account will bill up to $250,000 a year.

The Burnett shop here has directed the Joy liquid soap account for P&G for a number of years. Burnett also handles Camay in the U.S.

Other P&G agencies in Canada include Benton & Bowles, Compton, Dancer-Fitzgerald-Sample E. W. Reynolds Ltd., Tatham-Laird and Young & Rubicam. Reynolds, therefore, is the only Canadian-owned agency now working for P&G in Canada.

■ R. P. Beadon, director of advertising for P&G in Canada, said the move brings the Camay account into line with the practice followed by P&G for other brands—where there is little or no difference in U.S. and Canadian products they are handled by the U.S. agency.

Nevertheless, P&G would not have moved the account out of Hayhurst unless it had been favorably impressed with Burnett, which is expanding at a rapid rate under the direction of Eldon M. Sinclair, Canadian president. #

Barrow Warns Against 'Unwise' TV Legislation

Dean Recalls Rule, Law Changes Urged on FCC in '57 Barrow Report

CINCINNATI, Jan. 26—Danger that investigations triggered by the tv quiz scandal will prompt stronger action than the malpractices require was expressed here by the dean of the University of Cincinnati college of law.

Dr. Roscoe L. Barrow, who served as chairman of a committee named by the Federal Communications Commission to study improvement of tv, said, "Care should be taken that unwise legislation engendered by headlines and scandal does not evolve" in an effort to prevent a recurrence of "rigging" and "payola."

Speaking before the Cincinnati Advertisers' Club, Dean Barrow also suggested that innocent contestants on rigged quiz shows and radio station owners who were victims of "payola" may be able to sue for damages.

"Innocent contestants were harmed and may well have a cause for action under the torts doctrine of 'loss of chance,'" he said. "Advertisers of competing products were harmed by those using the rigged quiz shows as advertising vehicles. Purchasers of quiz shows who lacked knowledge that the audience ratings were achieved through control of contestants were harmed.

■ "Similarly," Dean Barrow continued, "in the case of 'payola,' the use of 'push money' to induce the disc jockey to play the record and give the impression that it

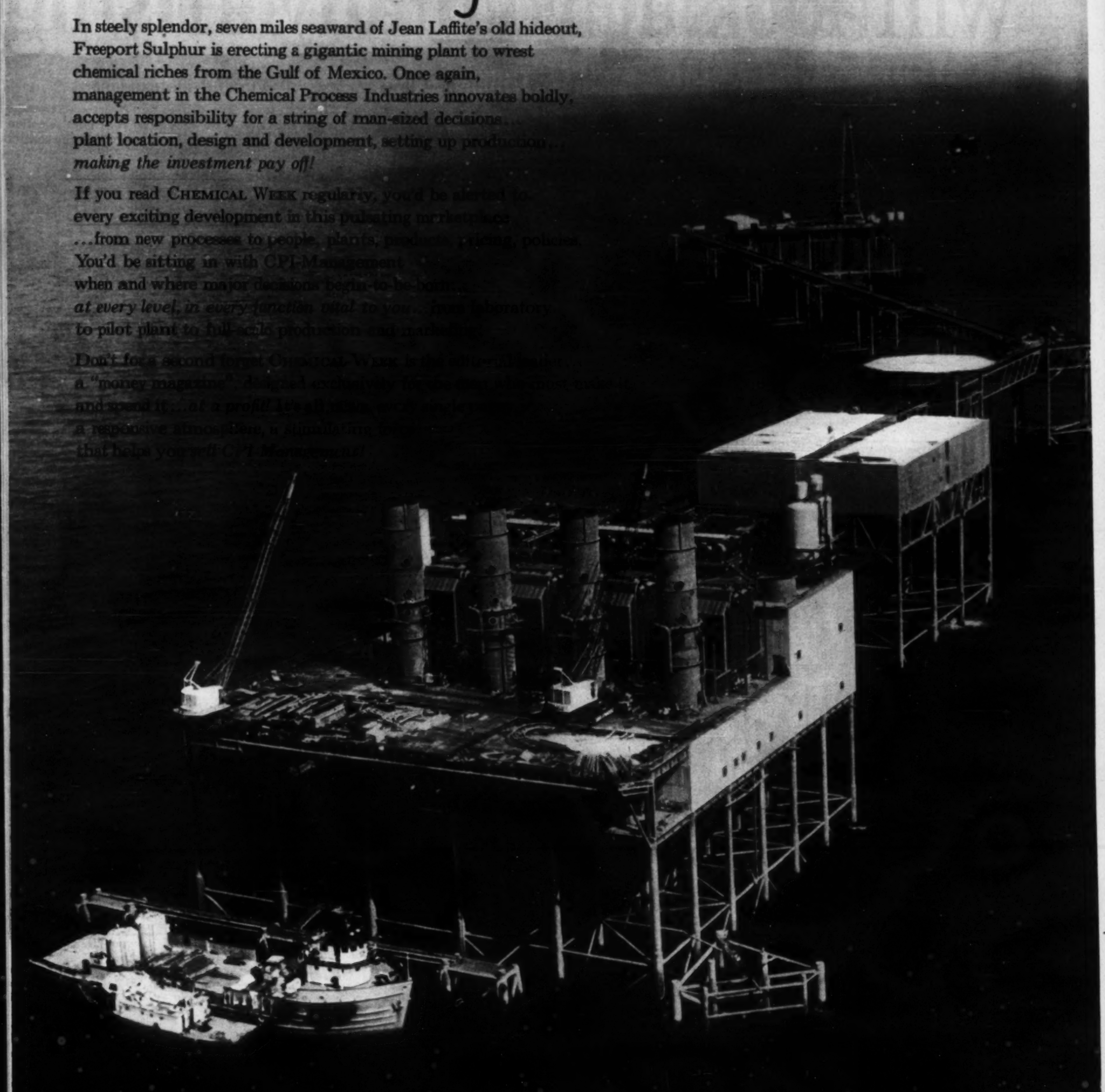
(*Continued on Page 91*)

Sunken treasure . . . from the pirate waters of Hurricane Alley

In steely splendor, seven miles seaward of Jean Laffite's old hideout, Freeport Sulphur is erecting a gigantic mining plant to wrest chemical riches from the Gulf of Mexico. Once again, management in the Chemical Process Industries innovates boldly, accepts responsibility for a string of man-sized decisions... plant location, design and development, setting up production... *making the investment pay off!*

If you read CHEMICAL WEEK regularly, you'd be alerted to every exciting development in this pulsating marketplace ...from new processes to people, plants, products, pricing, policies. You'd be sitting in with CPI-Management when and where major decisions begin to be born... *at every level, in every function vital to you*... from laboratory to pilot plant to full-scale production and marketing!

Don't for a second forget CHEMICAL WEEK is the editorial leader... a "money magazine", designed exclusively for the men who most make it and spend it... *at a profit!* It's all [illegible] a responsive atmosphere, a stimulating [illegible] that helps you sell *CPI-Management!*



In the Chemical Process Industries
YOUR MARKET IS A MANAGEMENT MAN
and you can sell him in...

Chemical Week

A McGraw-Hill Publication (ABC-ABP)

New progress in the search for advertising effectiveness . . .

Now you can know—*in advance*
will look at your advertising

New Politz study gives for the first time:

- **A sound basis for evaluating magazines by showing actual exposures to your advertisements.**
- **Information on the kinds of people, by income and other characteristics, exposed to your advertising.**
- **Proof that advertising in magazines lasts longer and is more stable than has ever been shown for advertising in any other medium.**
- **Documentation of the reader's interest in a magazine—and how this benefits advertisers by repeat exposures to their messages.**
- **Further evidence on the profitable difference between magazines and other media.**

How many important businessmen have asked:

"How much does my company's advertising affect our sales?"

The ceaseless search for the answer has brought great benefits to all who sell products or services.

This year, another major step toward measuring advertising effectiveness has been made . . . by *magazines,* long the leaders in developing sound measurements of what the advertiser gets for his investment.

This new study was conducted by Alfred Politz, one of the most respected leaders in marketing, advertising and media research. It is documented in his report, "Advertising Page Exposures in Four Magazines."

The study was co-sponsored by Reader's Digest and the Saturday Evening Post. It measures both of these publications and also Life and Look.

A useful measurement

This step toward measuring advertising effectiveness is the most useful yet developed for media selection because it covers only those factors within the control of the medium.

Obviously, a medium's primary responsibility to an advertiser is to *expose* his message to its own selective audience. So the first consideration should be: how well does it do this job, and at what cost?

This information is now available for four major magazines.

What you can learn from this study

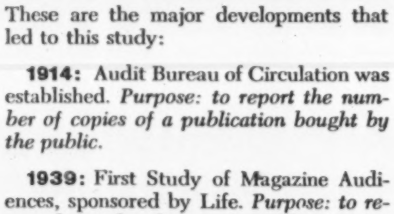
The new Politz research now permits an advertiser to know *in advance:*

- the number of exposures he or his competitor can expect for a message in any of the four magazines studied, or in any combination of them.
- how often, on the average, a sales message will be exposed to the individual reader.
- how many exposures the advertiser will get from people most important to him—in terms of their spending ability, past purchases, and potential interest in buying his product or service.
- how many exposures the advertiser will get, week by week, over the life of the issue his message is in.

What else does the study show?

This new Politz study proves what sophisticated advertisers have long sensed:

Magazine advertising lives longer. It has the marked advantage of *repeat* exposures. These can have the



THE SEARCH FOR ADVERTISING EFFECTIVENESS

These are the major developments that led to this study:

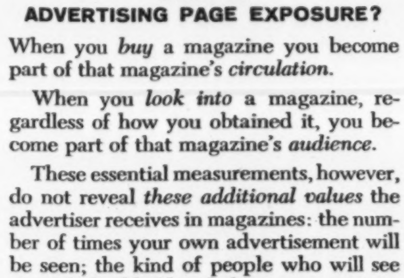
1914: Audit Bureau of Circulation was established. *Purpose: to report the number of copies of a publication bought by the public.*

1939: First Study of Magazine Audiences, sponsored by Life. *Purpose: to report the total audience of a publication.*

1956: Study of Reading Days, sponsored by Reader's Digest. *Purpose: to report the number of different days on which a magazine is picked up and read* (issue exposure).

1958: Magazine Advertising Page Exposures, sponsored by the Saturday Evening Post. *Purpose: to report the number of exposures of an advertising page in the Post.*

1960: Advertising Page Exposures in Four Magazines, co-sponsored by the Saturday Evening Post and Reader's Digest. *Purpose: to report the number of exposures of an advertising page in the Post, Digest, Life and Look.*



WHAT IS ADVERTISING PAGE EXPOSURE?

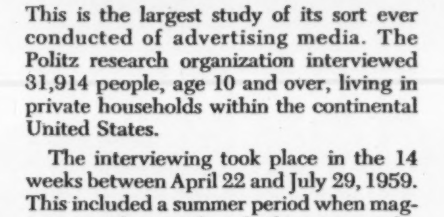
When you *buy* a magazine you become part of that magazine's *circulation.*

When you *look into* a magazine, regardless of how you obtained it, you become part of that magazine's *audience.*

These essential measurements, however, do not reveal *these additional values* the advertiser receives in magazines: the number of times your own advertisement will be seen; the kind of people who will see it; and the likelihood that your message will be exposed *more than once* to the same person.

Advertising page exposure measures the total times that people turn to your advertising page.

Every day when you pick up and read a magazine (as determined by this research), you register an *issue exposure.* Every day when you open to a specific page, you register a *page exposure.* Thus one advertising page, exposed on one day to one individual, represents one advertising page exposure. The same advertising page, exposed on a second day to the same individual. represents another advertising page exposure.



HOW THE STUDY WAS MADE

This is the largest study of its sort ever conducted of advertising media. The Politz research organization interviewed 31,914 people, age 10 and over, living in private households within the continental United States.

The interviewing took place in the 14 weeks between April 22 and July 29, 1959. This included a summer period when magazine reading is thought by some to be subnormal.

The average interview lasted 49 minutes.

In addition to questions relating to reading and page exposures, the people were asked about their household possessions and recent purchases of 116 separate items.

The study was made by the probability method of sampling: every household in the country had a known or equal chance to be interviewed. The interviewers themselves had no choice of the households interviewed, or of the person in the household to answer the questions.

Such precautions insure that the results can be safely projected to represent *all* people in the country.

HOW THE STUDY PROVIDES "PROVEN ACCURACY"

The method used in this study is the only measure of *proven accuracy* of the individual's exposure to the advertising page.

How was the accuracy "proven"?

In the questioning, people were asked what magazines—and what pages within the magazines—they had seen *yesterday.*

Politz had already determined the reliability of the replies before the 1958 Post study. Seven separate tests were conducted over 15 months. He *asked* people what they did with a magazine, and then *tested* to see if their replies were accurate.

Among the tests were direct observation, treatment of pages with light-sensitive emulsion, one-way mirror observation, and sealing pages with a special glue.

In the "glue test," for example, pages were lightly glued together, and the magazines were left with the people. When a page was opened, the glue seal was broken. In interviews the next day, people said what pages they opened. This was checked against the glue evidence of what pages they *actually* opened.

Prior to this study, the glue test was used on all four of the magazines included in the research. *People's replies were found to be 97% accurate.*

That's what we mean by *proven accuracy.*

–how many times people in these four magazines !

same effect as *repeated* advertisements, without the additional cost.

The audience exposure to magazine advertising is *stable and predictable.* It is not subject to violent seasonal fluctuations. The exposure performance of advertising in these magazines is more consistent than has ever been shown for advertising in any other medium.

This study defines more clearly than ever the *advertising values* offered by these four magazines. *It establishes a new standard* by which the advertiser can judge the exposure efficiency of *all* media, even though others do not have equal evidence of proven accuracy.

Discerning advertisers will reach additional conclusions from this evidence. For example, the repeated exposure reflects the reader's *continuing interest* in a magazine issue . . . his deep *personal involvement* in the publication . . . and the greater likelihood that the *advertising will lead to actual sales.*

Any good magazine gives its advertising an atmosphere of confidence and believability; repeated exposures enhance this value, strengthening the kinship between the advertiser and his customer.

LIFE
AUTHORS OF 'UGLY AMERICAN'
"WE CAN'T SURVIVE AS WE ARE"... BY GEN. MAXWELL TAYLOR
LOOK
The Saturday Evening
POST
I CALL ON
Reader's Digest
February 1960

How to get your copy

For a copy of the 160-page study, "Advertising Page Exposures in Four Magazines," call . . . or write on your letterhead: Peter E. Schruth, The Saturday Evening Post, 555 Fifth Avenue, New York 17, N. Y. Or: Fred D. Thompson, Reader's Digest, 230 Park Ave., New York 17, N. Y.

READER'S DIGEST
THE SATURDAY EVENING POST

ALFRED POLITZ—THE MAN WHO LEARNS BY LOOKING FOR THE IMPOSSIBLE

Alfred Politz belongs to a growing group of researchers who spend their professional lives searching for more meaningful measures of advertising effectiveness. Although researchers recognize that no perfect measure has evolved, they agree that great progress has resulted from this search for the impossible."

Politz continually conducts confidential marketing research for a small group of leading advertisers, each in a different field, and has made studies of all major advertising media. His many important research contributions include the introduction of probability sampling into commercial research.

He developed the concept and measurement of advertising exposure so the advertiser could have direct data on the ability of media to display his message to consumers. Politz did the first study of magazine advertising exposures for the Saturday Evening Post in 1958. For this study, the Post was voted the principal award for a significant contribution to media research, in Media/Scope Magazine's Annual Media Awards.

Q-A

QUESTIONS AND ANSWERS ABOUT THIS STUDY

Q. What is the most important fact I can learn from this study?

A. You can learn how many times your advertising will be seen by the readers of four leading magazines.

Q. Why is that important?

A. Because an advertisement must be exposed before it can work. Also, this study proves to what extent advertising will get additional "showings" (free, by the way). These repeat exposures, as we call them, are worth money—*real* money—to advertisers.

Q. Does the character of a magazine affect the exposures its advertising gets?

A. Yes, and this study proves it.

Q. Can I compare these exposure figures with those for other media?

A. You can make reasonable comparisons, although other media do not provide such exact information about exposures to people who see advertising. In television, for example, there is no accurate way of predicting how many people—or what kind of people—will actually be looking at your commercial.

Q. And there's *no* repeat exposure in television?

A. There can't be—unless you pay to have your commercial broadcast a second time.

Q. Does this new study tell me anything about the *kind* of people my advertising will reach? Whether they are good prospects for my product?

A. Yes. Each person was queried about his possessions and purchases of 116 items. So you will learn not only how often your advertisements will be seen, but by whom, according to income, buying habits, sex, age, etc.

Q. This suggests that magazines provide a more *predictable* audience than broadcast media . . .

A. Far more predictable. The four magazines in this study can give you an amazingly accurate prediction of *who* will see your advertising and *how often.* No other mass medium can tell you so exactly the exposure efficiency you get for the advertising dollars you invest.

This, we feel, is welcome information to companies whose success depends heavily on the wisdom of their advertising decisions.

MAJOR FINDINGS FOR THE FOUR MAGAZINES

Your advertising page in one issue of all four magazines will reach these groups:	Total audience	Percent coverage	Total exposures per advertising page	Advertising page exposures per person
All people age 10 and over	67,802,000	51.2	152,620,000	2.3*
Male heads of households	20,526,000	48.4	43,936,000	2.1
Woman homemakers	22,872,000	50.5	72,563,000	2.6
Top economic third	28,437,000	64.4	52,469,000	2.2
College educated	14,554,000	72.9	40,770,000	2.8

*If your advertising page appears in all 4 magazines, it will be exposed to 67,802,000 *different* people. Each person will be exposed to it an average of *2.3 times*—for a total of 152,620,000 exposures. Only *print* media can give you these additional "free showings" of your advertising.

The Editorial Viewpoint . . .

Bates Strikes a Blow for Admen

We do not admire everything Ted Bates & Co. does. We have been critical of a number of its campaigns, most recently that for Life cigarets.

But we do admire Bates for taking pages in newspapers last week to question the action of the Federal Trade Commission in citing the Palmolive Rapid Shave cream ad and other advertisements. We believe that by doing so, Bates has struck a blow for sensible regulation, and done a public relations service for the advertising business.

In much the same way, Fairfax Cone of Foote, Cone & Belding took public issue with the FTC in citing television advertising of Pepsodent, and Walter Weir of Donahue & Coe also attacked the action of FTC in citing Palmolive and others, although none of his agency's clients is involved.

We believe all of these people deserve the thanks of the advertising business for speaking out, plainly and clearly, in cases in which they believe the FTC has overstepped the bounds of common sense, and has unnecessarily brought advertising into disrepute through public charges.

Our own position about the necessity for cleaning up advertising is clear, and we do not in any way intend to defend advertising which is deceptive or misleading in any important particular.

But it does seem clear that in the most recent foursome of complaints to issue from the FTC, the bounds of reasonableness were exceeded, the FTC's own informal definitions of what constitutes deceptiveness were ignored, and a good deal of publicity was generated with the principal purpose of showing how alert and serious the FTC has suddenly become.

The shift from lack of diligence to sudden overzealousness on the part of regulatory agencies cannot be surprising to anyone who has been reading his newspapers or listening to radio or television newscasts in recent months. It is precisely because such overzealousness can be expected in a period like the present that it is important for people who believe they are attacked unfairly to speak out, publicly and forthrightly. Otherwise, it is too easy for the public to get the impression that every charge against every advertiser and every advertisement is sound and valid.

The advertiser's position ought to be a simple one: If an advertising campaign deserves censure, give it up, as quickly and as gracefully as you know how. But if you believe you are right, and the regulatory agency is wrong, fight vigorously and openly. If you don't, there is likely to be more and more encroachment on grounds which cannot be justified on the score of either law or reasonableness.

Newspapers See a Good Year

If the atmosphere at the annual meeting of the Newspaper Advertising Executives Assn. is any criterion—and it is—then the advertising business is going to be good this year, and advertisers are probably going to use more newspaper space than they ever have before. The NAEA meeting was not only the largest the group has ever held, but one of the most cheerful.

Prospects for 1960 business are exceptionally good, one gathered from both the program and from informal conversation. But this does not mean that there is to be any let-up in selling. Quite the contrary.

On the national scene in particular—the segment of advertising that is expanding most—there is going to be more hard-hitting selling by newspapers than ever before, and more ferment, as new national selling forces, like Million Market Newspapers and the r.o.p. color group, get into high gear.

The same general picture, of course, applies to other media—print and broadcast alike. The vision of doubled advertising volume in the decade of the '60s has stirred all of them to more intensive sales and promotional efforts.

Buyers of advertising can look forward to more intelligent, more persuasive and more competitive selling arguments than ever before.

# \# \#

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Arthur Booth, Bozell & Jacobs.

"When I called to give him an order for tv he couldn't answer the phone. He was in a sales conference on how to get more business."

What They're Saying . . .

Speaking of Ethics

In the area of hypochondria tv is doing its swellest job. It is making the American housewife and her family more conscious of their internal workings than ever before. People have sick headaches, nagging backaches, sinus drip, and hacking coughs. There are pills that open gaskets in your stomach and there are others with three-way action. Night after night you can watch stomach acid eating cloth, or listen to the rival claims as to which cigaret is less carcinogenous than the other. Or if you wish you can be bemused by the Five New York Doctors whose identity I have been trying to learn for years. The trade says it would be unprofessional to reveal their names. Gad, what high ethics!

—Thomas E. Murphy's "Of Many Things" column in the Hartford Courant.

Advises: Be Careful

If your firm has a brilliant idea for a promotional mailing from Europe to the U. S. to dramatize a European tie-in with your product or to create an exotic atmosphere around it, you can produce your material economically over here and take postage rates . . . but be careful!

If Uncle Sam gets the idea that you're mailing from abroad to undercut the U. S. postage scale he may decide to hold your letters at the port of entry and politely request you to pay the equivalent U. S. postage before he will release it.

—From an article by John Dillon, president, Dillon Agnew Associates, New York, which appeared in The Reporter of Direct Mail Advertising.

They Often Lose Their Glitter

Like Cheshire cats shimmering in the treetops, product images aren't always all they seem. To be indelibly stamped on the consumer consciousness is the dream of those with goods to sell, but when bagged in the research net, images of products—and corporations—often lose their glitter or disappear with a grin. In any case, they merit the scrutiny of manufacturers, advertisers and researchers, for much of marketing interest lies behind their bright or faded facades.

—The Public Pulse, published by Elmo Roper & Associates, New York.

Importance of Selling

It is easy to make a case that at least one-third of what is currently produced lies in the area of "optional consumption." Consumers are privileged to take it or leave it. This is some slight measure of the importance of the role of selling.

—From a talk by Dexter M. Keezer, vp and director of the department of economics, McGraw-Hill, at a Benrus sales convention in New York.

Rough Proofs

Charles H. Kellstadt, head of Sears, received a plaque from the NAEA in recognition of his company's 1959 newspaper ad expenditures of $52,000,000.

Plaques are available to other advertisers on substantially the same terms.

•

Attendance records set at automobile shows around the country don't indicate too much of a popular rebellion against "planned obsolescence" represented by the introduction of new models every year.

•

"WAVE-TV brings you 28.8% more indigestion!" the ad says, hastening to explain that this just means more people who might be in the market for Tums or Rolaids.

•

"Within the next decade," remarks *Successful Farming*, "farmers will feed an exploding population, 25% higher than today."

And maybe their bigger appetites will cause some of our exploding surpluses to vanish.

•

"We are in effect exporting American jobs," says Ben Fairless of U. S. Iron & Steel Institute, referring to increased imports o steel and steel products.

Maybe somebody should have told Mr. McDonald about this.

•

"Sales are zooming in South Bend, the new capital city!" enthuses the *Tribune*.

Sounds like the song of the Lark

•

The Bourbon Institute's advertising love letter to Italy on the elimination of import restriction on bourbon was described by AA as a mash note, but it couldn' have been called a sour mash note

•

The Old Professor says those t ads showing women shaving thei legs are only a little less revoltin than the charts demonstrating the horrors of postnasal drip.

•

"We do not expect many replies to this advertisement," says company looking for an ad manager who may become its president

And it was smart enough t know that this was just the kind o headline to insure maximum readership.

•

"Industrial ad budgets 10% above '59, AIA finds."

The upward surge into the soaring '60s seems already to be wel under way.

•

A movie exhibitor who object to newspapers censoring his ad says the public will come out to se a picture it is interested in, whether it is advertised or not.

Right, but how do they decid they want to see it?

•

A leading airline looking for copywriter says, "Transportatio experience not essential."

But he should know the difference between tourist service in the air and on the rails.

COPY CU

The Washington Post now has the largest weekday and Sunday circulation ever attained by a Washington newspaper ... fifty per cent more circulation than any other newspaper in the market.

The Washington Post
FBI Joins 13-State Hunt

For More Than 20 Years Washington's R.O.P. Color Newspaper
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

TO SELL THE
PUBLIC SCHOOL MARKET—
tell the BUYERS

THE Nation's Schools

Nearly two million people are involved, at various levels, in public school education. Of these, 8700 chief administrative officers in school districts of more than 600 enrollment, plus their assistants at the administrative level, are the BUYERS for more than 85% of the products used by the public schools—the total target audience of just one magazine, THE NATION'S SCHOOLS.

Check THE NATION'S SCHOOLS for wantedness by BUYERS, for preference as an advertising medium by SELLERS:

BUYERS' CHOICE: For twenty-one consecutive years THE NATION'S SCHOOLS has been bought and paid for by more BUYERS than any comparable magazine—with the greatest margin in history during 1959.

SELLERS' CHOICE: For seventeen consecutive years THE NATION'S SCHOOLS has carried more display advertising than any comparable magazine. In 1959, with 1503 pages total, a 240-page *gain* (the second magazine *lost* 236 pages), THE NATION'S SCHOOLS led the second magazine by the largest margin in history (667 pages)—and carried more than the second and third magazines combined!

CONCENTRATION: THE NATION'S SCHOOLS concentrates its editorial service on the interests of the BUYERS, today as it has for thirty-one years. THE NATION'S SCHOOLS is the only magazine serving school administrators that serves school administrators and their administrative staff members exclusively—without editorial dilution attempting to serve portions of the nearly two million others in public education who wield only marginal and sporadic influence on product selection.

THE RECORD: By a constant, proven concept of editorial specialization and concentration, THE NATION'S SCHOOLS gained and has held first position in the field. And today it leads the field by a wider margin than at any time in the past seventeen years.

to get into the nation's schools—get into THE NATION'S SCHOOLS

to sell the COLLEGE MARKET—
go directly to the BUYERS

college AND UNIVERSITY business

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program.

the ONLY magazine
that serves BUYERS
in the college market

publications of
F. W. DODGE
CORPORATION

The Nation's Schools and College and University Business are published by
The Modern Hospital Publishing Co., Inc., 919 N. Michigan Ave., Chicago 11, Ill.

Captivating little blooms in spicy colors! Northrup King's new
Sugar 'n Spice
ZINNIA
NORTHRUP KING SEEDS
Even if you've never planted a seed... it's easy to
PUNCH 'N GRO
49¢
NORTHRUP KING SEEDS

SIGN OF SPRING—*Northrup King Seed Co., Minneapolis, kicks off a major spring drive for its new miniature zinnia plants and plastic Punch 'n Gro planters with this color spread in February in American Home, Everywoman's Family Circle, Flower Grower, Ladies' Home Journal, Reader's Digest and Sunset Magazine, plus tv spots in 45 markets. Batten, Barton, Durstine & Osborn is the agency.*

Sales Manager, Too . . .

Sales Chart Says Bert & Harry TV Ads Sell: Graham

NEW YORK, Jan. 26—"Have Piel's sales gone up as a result of its tv commercials?" was the inevitable question asked of the Brooklyn brewery's representatives at a Sales Promotion Executives Assn. New York chapter lunch last week.

The question has been coming up from the floor ever since Piel Bros. introduced the fictitious Bert & Harry as tv cartoon personalities in this area in 1955.

Ed Graham, creator of Bert & Harry with Jack Sidebotham when Mr. Graham was at Young & Rubicam (Mr. Sidebotham is still there), answered:

"In late 1955, Piel Bros. appropriated $56,000 for Y&R to test the commercials. Sales went up in the two test markets—Binghamton and Harrisburg—while there was a slight decline in sales in other areas with regular commercials."

Mr. Graham, who is president of Goulding-Elliott-Graham Productions, New York, added there was no sales increase in Piel's beer when the commercials were first tested on radio, however.

He also added: "In 1956 there was a sales increase of 14% and in 1957 a rise of 6.5%. With delivery men's and salesmen's strikes in the spring of 1958, there was a 37% decrease; in 1959 there probably will be a new record high.

■ "I have no idea if Piel Bros. attributes a sales rise to the commercials, but I notice Piel's sales promotion manager sitting next to me, and he is not shaking his head no'," he said.

Mr. Graham said Piel sales were declining the two years before the tv commercials were introduced, but have been climbing ever since, except in the strike year of 1958.

National Beer Wholesalers Assn. and *Brewery World* figures (AA, Jan. 11) show Piel sold 1,395,000 bbls. in 1954; 1,350,000 in 1955; the same in 1956; 1,435,000 in 1957; 1,420,000 in 1958 and 1,460,000 in 1959. Among brewers in this six-year period, Piel has ranked 15th, 16th, 16th, 15th, 16th and 17th in the U. S.

Goulding-Elliott-Graham (the other names, Ray Goulding and Bob Elliott, are the voices of Bert & Harry) produces tv commercials for Piel, Tip Top bread, Soilax, Band-Aids and Isodine.

"With supermarkets becoming more and more impersonal, product selling has become more personal, and tv commercials can do this," Mr. Graham said. "The shopping housewife will choose, all other things being equal, the product sold by a friend, such as the Piel Bros. or Emily Tipp, the lady of the Tip Top commercials."

The voice of Emily Tipp is Margaret Hamilton, who used to scare the daylights out of ordinary mortals as the witch in the "Wizard of Oz" movie. #

National Catholic Family Magazine
Produces Magnificently
APRIL ISSUE CLOSES FEB. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176
St. Anthony
MESSENGER

Norwalk to Frances, Morris

Norwalk Co., South Norwalk, Conn., manufacturer of high pressure air and gas compressors, has appointed Frances, Morris & Evans, New York, as its agency. The company, whose advertising was formerly handled by Schuyler Hopper Co., New York, will use business magazines and industrial trade publications.

Megs Macaroni Sets Drive

Megs Macaroni Co. will use television, newspapers, outdoor and publicity campaigns to sell its Pennsylvania Dutch brand egg noodles in eight eastern markets. They are New York, Philadelphia, Baltimore, Washington, Richmond, Pittsburgh, Harrisburg and Scranton-Wilkes Barre. Weightman Inc., Philadelphia, is the agency.

Judd to Join Whitaker-Fielding

Harlan C. Judd will join the Whitaker-Fielding division of Rowland Products, Kensington, Conn., as general manager, effective Feb. 1. Mr. Judd, who joined Wilson, Haight, Welch & Grover, Hartford, in 1946, has been treasurer since 1950. Whitaker-Fielding manufactures hinges and other metal parts for eyeglass frames.

'Post-Bulletin' Boosts Two

The *Post-Bulletin*, Rochester, Minn., has elevated Robert S. Wither, ad manager, to vp and general manager. At the same time, his brother, Charles Withers, who has been city editor, was promoted to executive editor. The brothers have been with the newspaper for the past ten years.

You can sell appliances by the carloads with the Milwaukee formula

FOR INSTANCE . . .

4,100 clothes dryers in 39 days...

all in the Milwaukee utility service area...

in one manufacturer's test of one* special model

**Dealers were limited to one floor sample, no stock. All orders relayed to one distributor who handled all deliveries, installations, warehousing.*

This was another of The Milwaukee Journal's famous assists—carrying practically all the advertising, and bringing together the complete local selling team of manufacturer, distributor and retailer. Another demonstration of how the newspaper—and only the newspaper—can increase appliance advertising results through the combined impact of manufacturer, distributor and retailer planning, advertising and selling side by side.

Get the details of the Milwaukee Formula from our representatives, Million Market Newspapers, Inc., or write the Advertising Manager.

THE MILWAUKEE JOURNAL

Read in 9 Out of 10 Homes in Metropolitan Milwaukee

REPRESENTED NATIONALLY BY MILLION MARKET NEWSPAPERS, INC.

New York, 529 Fifth Avenue – Chicago, 333 N. Michigan Blvd. – Detroit – Los Angeles – San Francisco

TEA LEAVES IN CHINA?
NO...COUNT OF Elks ARTICLES BY NOTED WRITERS!

Elks Magazine Editorial Profile:
Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance...that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

**1959 Starch Report...ask your local ELKS Representative to show you a copy.*

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

Nobody says no to a kid . . .

A tug of the heart. A tug of the purse-strings, too. That's children for you . . . the most persuasive *wanting* and *selling* force in the world.

What kids want, parents buy. And when it comes to reaching America's most concentrated audience of king-size families—no single advertising influence equals the power of Our Sunday Visitor and The Register. They reach and sell America's biggest, youngest and most responsive families: Catholic families.

Big names in American business profit by beaming their advertising at the Our Sunday Visitor-Register audience. We'll be glad to show you why!

Reach America's Biggest Families . . .

THE FIRST OF THE BIG SPENDERS!

C. D. Bertolet & Co. Inc.
presents
1
FIRST
BIG
SPENDERS

Get this FREE Book!
"The First of the Big Spenders" is packed with facts about the size, age levels, incomes and other significant data on the huge Catholic family market in America. Write for your copy today. No obligation, of course.

OUR SUNDAY VISITOR - REGISTER UNIT
21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St. CEntral 6-0481 • NEW YORK-16 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Lawrence H. (Bud) Rogers II and Mrs. Rogers are on their first trip to Europe during a between-jobs break for Mr. Rogers, former president of WSAZ, Huntington, W. Va. When they return March 1, they will move to Cincinnati where Mr. Rogers will become vp in charge of operations for Taft Broadcasting Co. . .

Most of National Distillers Products Co.'s brass is currently vacationing or on business trips. Example: **B. C. (Bev) Ohlandt,** exec vp, on a cruise along the West Coast of South America, experienced his first earthquake recently in Peru. . . **Allyn Shilling,** vp and director of advertising, is making a motor tour of Mexico. . . **Benjamin Corrado,** research vp, is studying liquor sales in Oklahoma, which left the drys' ranks last fall . . . **Ray R. Herrmann Jr.,** vp in charge of open state sales, is out in Kentucky readying the 125th anniversary celebration for Old Crow . . .

J. T. Chirurg, head of James Thomas Chirurg Co., Boston, is representing U. S. marketing and advertising on a five-man trade mission to the United Arab Republic. He returns March 4 . . .

Bill Green, Kenyon & Eckhardt vp in New York, is co-author of a non-advertising book, "Help for Your Headaches," with his Tarrytown, N. Y., neighbor Dr. Percy Brazil. The book ($2.98, published by Arco), Bill says, is not guaranteed to alleviate headache problems with clients, but may help . . .

A *Saturday Evening Post* sales meeting in Haddonfield, N. J., was interrupted Jan. 21 to announce to Ad Director **Pete Schruth** that his second son, fourth child, had arrived . . . A second child, Eve Elizabeth, was born Jan. 9 to **Oscar S. (Bud) Glasberg** and wife, Ida. Mr. Glasberg is editor and publisher of *Glass Digest* . . . **Mrs. Jack Scheckowitz,** wife of the display manager of Communications Affiliates, subsidiary of McCann-Erickson, made a special presentation to her husband Jan. 19: a 6 lb., 6 oz. boy, Bruce Evan . . . **Gene Cofsky,** traffic manager of Monroe Greenthal Co., New York, became a father for the first time with the birth of a 6 lb. son, Ted Ira, Jan. 16 . . .

RETIRES—*Charlie Downes, associate editor of Advertising Age and onetime eastern editior of AA's sister publication, Industrial Marketing, retired Jan. 31 after more than ten years with the New York office of Advertising Publications Inc. He is shown here serving as a judge in a tasting competition sponsored recently by a liquor advertiser.*

Sean Kierans, who recently moved from MacLaren Advertising, Montreal, to the pr department of Canadian International Paper, was married recently to Hilda Meehan, women's editor of the *Montreal Gazette* . . . **Barbara French** with Screen Gems, and **Carl J. Koehler,** with Young & Rubicam, will be married in April . . . Due back from a wedding trip to Central America are Barbara A. Look and **Thomas de Forest Bull** of BBDO, New York . . .

Vince Tutching, McCann-Erickson international vp, will be returning to some very old stamping grounds when he takes up residence in Melbourne, Australia, Jan. 27 to manage a new branch office for McCann: He worked for two years in Australia when he was 13 and 14 years old, earning his way at such diverse occupations as printer's devil, ranch hand, and helper on a banana plantation. . .

Over at William Douglas McAdams Inc., New York, **Don Satterfield,** account executive on Upjohn, and father of three sons, is jubilant over the birth of his first daugher, Margaret Helen. . . Also at, McAdams, **Al Gentilecore,** pr director, has been elected a director of the American College of Angiology. . .

The news at Blaine-Thompson, New York, is that **Allan Stone,** assistant account executive, is celebrating the arrival of his firstborn, Michael, on Jan. 10. . . And **Faye Nidson** of B-T's billing department, was married Jan. 9 to Samuel Peltz. . .

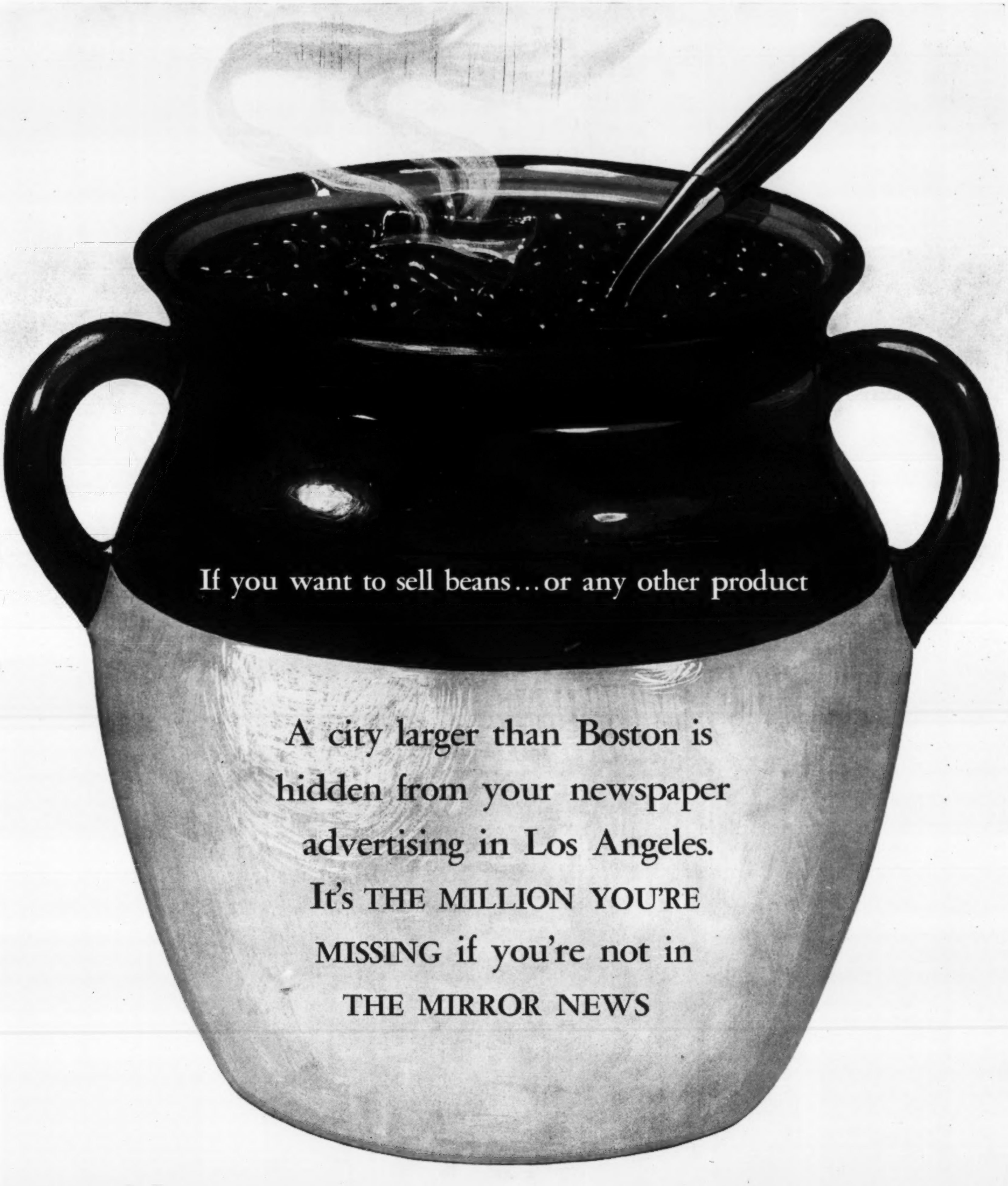
John M. Willem, vp of J. Walter Thompson, New York, has just published a book, "The United States Trade Dollar—America's Only Unhonored, Unwanted Coin." The book is the outgrowth of an old hobby which culminated in Mr. Willem's being appointed to the U.S. Assay Commission several years ago. The book was printed by Marchbanks Press. . .

Susan Hansell and **Thomas Parrish III** of Benton & Bowles, were married Jan. 9 in Philadelphia. . . Patricia Ann Pearce, daughter of **Arthur W. Pearce,** publisher of the Fairfield, Conn., *Town Crier,* was married Jan. 2 to **John Turnbull Clark,** of the ad department of the Charlotte, N. C., *Observer-News.* . .

Lawrence Field, formerly general sales manager at Mutual Broadcasting System, New York, has left the broadcasting field to become exec vp of Northwest Schools, Portland, Ore., a home study-resident training school. He'll headquarter in New York. . .

Stan Colberson, account exec with Lennen & Newell, San Francisco, received a surprise award from the San Francisco alumni chapter of Alpha Delta Sigma, in recognition of his work in reactivating a dormant A.D.S. undergraduate chapter at the University of California. . .

Illustrious past: A former ADVERTISING AGE correspondent is **William H. Kearns,** chairman of the exec committee of Ted Bates & Co. Back in the 1930s he was covering the Omaha advertising scene for AA, while working for Buchanan-Thomas Advertising there . . .



If you want to sell beans…or any other product

A city larger than Boston is hidden from your newspaper advertising in Los Angeles. It's THE MILLION YOU'RE MISSING if you're not in THE MIRROR NEWS

Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper.

Predict Prosperous 1960s

Mirror News

INCOMES REACH NEW HIGH IN LOS ANGELES

1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING

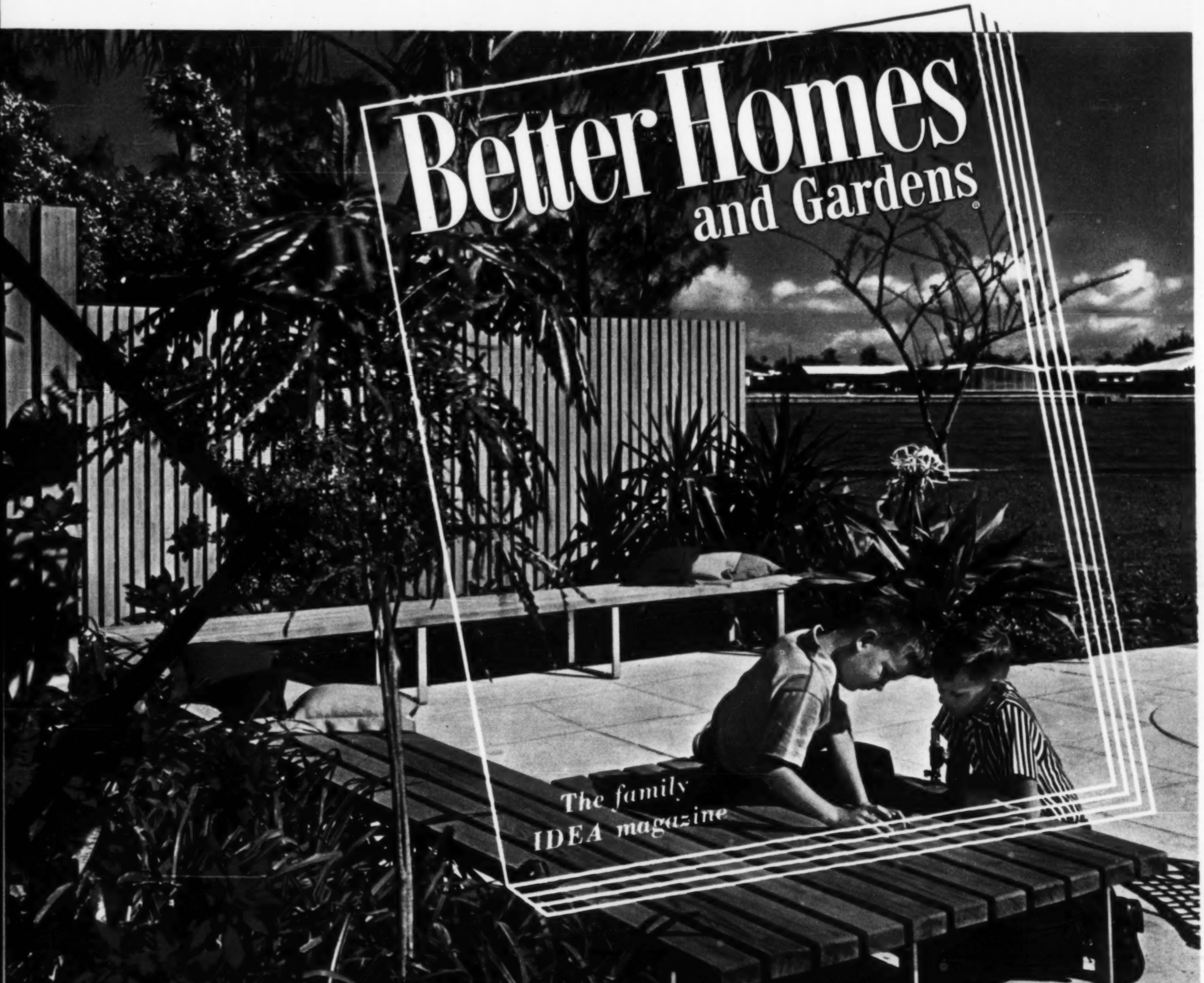
MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco

People looking for ideas
the
………………

Better Homes and Gardens . .
5,000,000 COPIES MONTHLY

look to family IDEA magazine



Outside, inside, wherever the family goes, BH&G leads the way with the sort of ideas that grow into action

Whenever somebody with an itch to change things meets an idea that says, "*Here's how*"—that's where a sale begins. And that's BH&G all over! It puts *do-it-now* readers and *here's-how* ideas together in an atmosphere that means business.

Each month now, almost sixteen million men and women look to Better Homes and Gardens for ideas. During the year, a third of America—the family-centered, top-spending third—turns to BH&G for the kind of ideas they can turn into action. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . . where America shops for ideas that make sales

TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.

WEST TENN.
Memphis
T E N N E S S E E
EAST TENN.
Knoxville
Chattanooga
Nashville Banner
PLAN $16 MILLION IN HOMES
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT

★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Evening

Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent

Represented Nationally by THE BRANHAM CO.

GE Boosts Computer Budget

General Electric Co.'s computer department, Phoenix, Ariz., is planning to enlarge its 1960 advertising in trade publications and to begin using business and financial page advertising in newspapers. Roy D. Jordan, the department's ad and sales promotion manager, declined to specify how big the budget increase will be. But he did say the company is operating on the premise that computer usage in the industrial process-control field in the next decade will mean a gain in value shipped some 15 times greater than at present.

BAR Names Kennedy VP

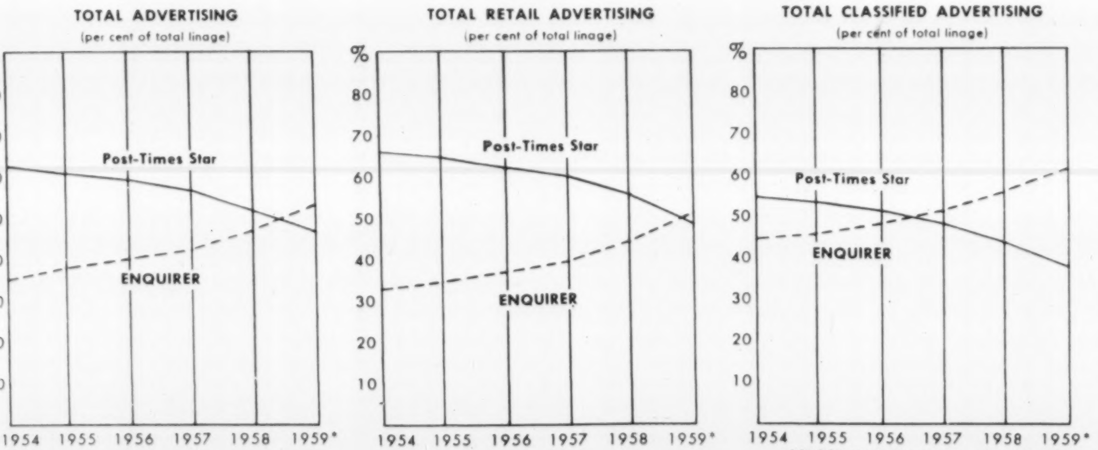
Richard F. Kennedy, who previously managed the West Coast operations of Broadcast Advertisers Reports, has been named to the new post of vp for client services in the New York headquarters. BAR's West Coast activities now will be handled out of New York.

Yes, it's a mighty

solid trend

to the "morning"

in solid Cincinnati


TOTAL ADVERTISING (per cent of total linage)

TOTAL RETAIL ADVERTISING (per cent of total linage)

TOTAL CLASSIFIED ADVERTISING (per cent of total linage)

SOURCE: Media Records, Inc. *First nine months

You name the category. Take a look at the comparative linage figures for the past 10 years, 5 years, one year . . . and almost without exception, you get the same story in solid Cincinnati. Solid trend to the *morning*. Solid trend to the morning *Enquirer*. Solid trend to this great and growing newspaper that reaches and influences the solid *market-that-matters* in this important metropolitan area. More specifically, the Cincinnati Enquirer is delivered to the households with higher median incomes . . . the larger, younger, need-and-spend-more families. Many more solid and specific facts in the latest Top Ten Brands survey. Write The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer

Chicago Auto Show Attracts 512,156

CHICAGO, Jan. 27—About 512,156 people last week attended the 52nd Chicago Automobile Show, which covered a record 500,000 sq. ft. of exhibit space at the International Amphitheater. Chicagoans visiting the show got their first chance to see all the U. S. autos under one roof, including the new compact models introduced last fall and the Checker Superba.

■ In addition, 37 makes of foreign cars are on display. A major hold-out in the import group is Volkswagen, which pulled out several years ago because the imports had to draw lots for space allocations at the show. U.S. cars draw space based on wholesale dollar volume of the various manufacturers.

While some emphasis is placed on mechanical features of the cars (Falcon and Valiant feature their unitized body constructions almost side by side), the primary motif of the show is glamor.

Chrysler has a fashion show featuring its collection, designed by the House of Ricci, Paris. At De Soto, female models match the color of the cars in dress and hair; one even has a purple poodle to complement the car's finish.

Cadillac shows its experimental Cyclone, a sleek two-seater with bubble top. A huge replica of an Oldsmobile grill, with dancing fountains in front, sets the motif for that car's exhibit.

■ A Borg-Warner exhibit has a string quartet to serenade the passers-by; and Willys shows its Jeep painted in two-tone pink with a Hawaiian backdrop.

Plymouth features a safety quiz game, in which contestants signal their answers by pushing the appropriate button on mock dash boards. Mercury has two autos rolling on treads and offers visitors a "red carpet" ride.

A couple dressed as bride and groom hold forth beside a Cadillac Eldorado Brougham; the groom exclaims at one point in the sales talk that the car has "more luxury features than the bridal suite at the Ambassador East Hotel."

Dodge set up a Dodge Theater: "Anatomy of an Automobile, starring the Dodge and Dodge Dart."

■ Chevrolet has its regular model and a Corvair mounted on a pair of lengthwise turning spits that permit the cars to rotate, revealing their under sides. #

Chicago Sets Drive to Promote Exports Worldwide

Chicago Assn. of Commerce & Industry has begun a new campaign, "Operation Export," to promote goods made in and around Chicago to foreign markets. A special traveling Chicago exhibit will be exhibited at trade fairs. It will be shown for the first time in Vienna Sept. 4.

The association said this new operation will permit smaller companies with limited budgets to get in on the traveling exhibit and present their wares to foreign markets at lower cost than if they exhibited on their own.

WLS Separates from Mutual

WLS, Chicago outlet for the Mutual Broadcasting System as well as an affiliate of ABC Radio, disaffiliated from MBS Jan. 15. All of the programming carried from MBS has been news. The station will continue to carry ABC Radio's news.

Barlow to KYW Sales Staff

Sterling R. Barlow has joined the sales staff of KYW, Cleveland. Mr. Barlow was formerly a sales representative for WSRS and WNOB-FM, Cleveland.

"By George — this advertising really pays, doesn't it?"

ONE OF A SERIES

THE WAY TO SELL ADVERTISING IS TO SELL MERCHANDISE —NOT ADVERTISING

immediately when we came on the ... us could find ...

ONE OF A SERIES

THIS ADVERTISING AGENCY HANDLES SMALL, MEDIUM AND LARGE ACCOUNTS

Reason No. 2—

Most advertising agencies lay people off or discharge them outright when they lose an account.

We do not like to do this. Our people are recruited with extreme care and most of them are moved to one or more of the cities in which we have offices at con- ... expense to themselves and to us. ... special training and soon

ONE OF A SERIES

ARE YOU CONSIDERING CHANGING ADVERTISING AGENCIES?

Take a look at your whole Sales Promotion Structure

Postscript to The Biddle Co. ad in the January 4 issue of Ad Age.

P.S. This series in Ad Age has surprised us greatly. Literally thousands of people mentioned the ads verbally. Over 300 letters of comment were received from all over America, many of them from strangers. Dozens of clients spoke of seeing them. In many places where our men called seeking business the name of our company was noticably more familiar. We admit, wryly, that one prospect almost to the "yes" stage dropped us because our copy revealed an infusion of Main Street that was not in harmony with his idea of what an advertising agency should be. We cannot say honestly that any account came in because of the ads, yet something gave an impetus to our normal rate of growth. Nine new accounts were acquired this year. In Chicago we doubled our volume and staff, and have taken over an entire building. Volume in Des Moines went up over $500,000. We bought a new 30,000 square foot building in Bloomington and increased the staff and volume by 20%. By George—this advertising really pays, doesn't it?

Thank you, Mr. Biddle...

When an advertiser devotes part of his "paid-for" space to point out the advantages of the medium he's using, we think that's something to crow about. Of course, Ad Age is aware of its ability to get *readership and results* for its advertisers. Nevertheless, we're particularly gratified by the "proof positive" theme expressed in the postscript of The Biddle Company's January 4 ad. ("Literally thousands of people mentioned the ads . . . Over 300 letters of comment were received from all over America . . . Dozens of clients spoke of seeing them . . .") So, thank you, Mr. Biddle, for your public recognition of Ad Age's potent reader reaction.

If you're concerned with getting new business for an agency,* or attracting and keeping advertisers for your market or medium, The Biddle Company's success with its Ad Age campaign should have special meaning for you. Remember, among AA's more than 47,000 paid subscribers are the advertising and marketing men you want and need to reach—the executives who influence and activate the selection of markets, media and services. First, readership. Then, "cash-register" results. *Prove it for yourself.*

***P.S.** **A perfect showcase for ad agency sales stories: the February 29 "Advertising Agency Number." Closing date for advertising, February 17.**

Advertising Age
important to important people

1 Year (52 issues) $3

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

The WESTERN HORSEMAN
149 Advertising Agencies Placed
167 National Accounts
in Last 16 Issues of
THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

National Tea Creates New Eastern Division Under Loy

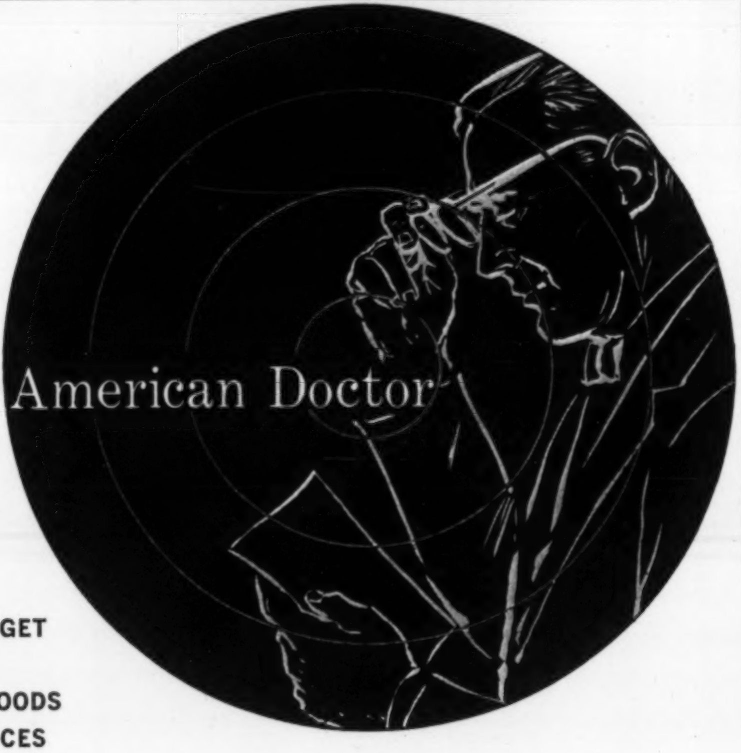
National Tea Co., Chicago, has set up a new eastern division, headquartered in Indianapolis, to direct the company's expansion in Indiana, Ohio and Kentucky, with special attention to the Cincinnati, Dayton and Cleveland markets. Named vp in charge of the new operation is E. Guy Loy, who has been with National since 1947 and has been vp in charge of National's standard grocery division, Indianapolis, since Oct. 1, 1958. Succeeding Mr. Loy in the standard grocery post is McLeed Hittson, formerly assistant branch manager of Indianapolis operations.

In other executive shifts, Lou C. Fahlberg, formerly relief branch manager of the Kalamazoo, Mich., branch of National, has been named general manager of the Minneapolis branch, and Fred C. Boyd, formerly with the Chicago branch of National, is now in charge of the Kalamazoo branch.

Sturges Boosts Bradley

Sturges & Associates, San Carlos, Cal., has appointed J. Paul Bradley creative director. Mr. Bradley joined Sturges as head art director in 1958.

MUSIC TO ADVERTISE BY
RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS
Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude
SAMPLE SHOWCASE UPON REQUEST
Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool
BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952



The American Doctor

A
PRIME TARGET
FOR
PRESTIGE GOODS
AND SERVICES

has proven purchasing power . . . wants and can afford prestige products and services. For example, a recent automobile survey revealed that 75 per cent of the doctors responding own two or more cars, and 118,000 plan to buy a new car this year. A study just completed on travel showed that doctors travel 27 per cent more than some other selective market groups. Obviously, doctors represent the kind of prospects you and your dealers want.

WHY HE CAN'T BE REACHED AS EFFECTIVELY THROUGH MASS MEDIA

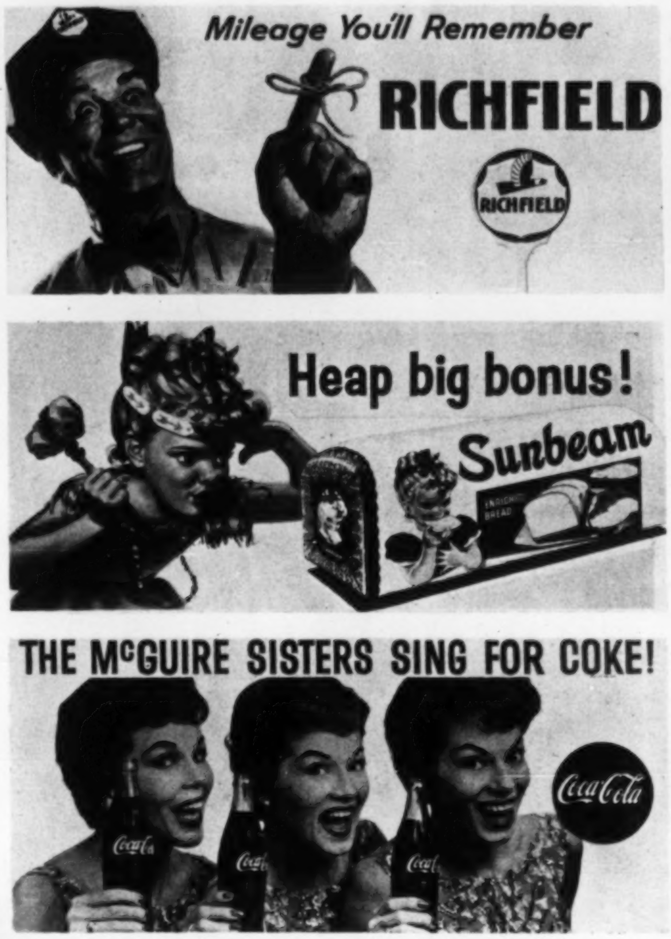
Physicians are always "on the go" night and day. They find it difficult to form regular radio or TV habits or to read much outside of their professional interests. A survey shows that doctors spend four times as much time reading medical publications than watching TV . . . so the doctor is isolated from much consumer advertising.

WHY HE CAN BE REACHED EFFECTIVELY THROUGH HIS OWN NEWSPAPER

THE AMA NEWS

More than 236,000 doctors rely on the A.M.A. NEWS for general news as it affects them and their profession. As "THE NEWSPAPER OF AMERICAN MEDICINE," it has become part of the doctor's regular reading pattern. He regards it with consumer confidence, and often makes buying decisions accordingly. Doctors tell us Mrs. M.D. reads it too—plus a bonus audience of 20,000 key leaders in business and government. A.M.A. NEWS is a most effective way to stop this "man-in-motion"—get him consumer orientated for *your* product message.

THE A.M.A. NEWS published by the American Medical Association
535 N. Dearborn St., Chicago 10, Ill.—WHitehall 4-1500 • 475 Fifth Ave., New York 17, N.Y.—ORegon 9-9383 • 1919 Wilshire Blvd., Los Angeles 57, Calif.—HUbbard 3-3811 • Whaley-Simpson Co., 700 Montgomery St., San Francisco 11, Calif.—SUtter 1-4583.



STARCH TOPPERS—*Richfield of New York led in the copy performance index of Starch National Outdoor Ratings for the four weeks ending Dec. 2, 1959, with a rating of 69. Sunbeam bread was second with 67 and Coca-Cola third with 65. The remaining seven of the top ten were Hamm's beer (61); Hostess cup cakes (46); Seven-Up (46); Carnation ice cream (44); Lucky Strike (44); Schaefer beer (40), and Old Sunnybrook whisky (39).*

Supermart Shopper Spends 50% More Time in Store, Buys 8% More Goods, Du Pont Finds

WILMINGTON, DEL., Jan. 26—All the merchandising going on in supermarkets these days has succeeded in keeping the shoppers in the store 50% longer per trip than five years ago—but she buys only 8% more merchandise.

This observation comes from "The Shopper & the Supermarket," the sixth Du Pont study of consumer buying habits. The study, just released, involved interviews with more than 4,600 family shoppers in 225 supermarkets across the nation.

The study describes the average family shopper as a well educated young homemaker in a family of four with an income of $100 a week. She goes to the store three times a week, spends an average of $7.74 each time and usually has no shopping list.

She now spends 27 minutes rolling her cart up and down the aisles, buying an average of 13.7 items. Five years ago she spent only 18 minutes shopping, but she bought only one item less, or an average of 2.7 items.

▪ Other notable findings of the study:

- Only half of today's supermarket customers are women shopping alone. The trend is toward shopping becoming a family affair.
- Monday and Tuesday are still the lightest shopping days, but they aren't as light, relatively, as they used to be. The average purchase total on those days includes at least 10 items costing well over $5.
- The average supermarket has nearly 7,000 sq. ft. of selling area, with six checkouts. Substantial space is devoted to such non-food items as drug preparations, cosmetics, soft goods and hardware.

"No longer strictly a grocery store," the study comments, "the supermarket has become more of a complete shopping center." #

Ziv Boosts Rifkin, Unger, Friedheim, Six Others

M. J. Rifkin

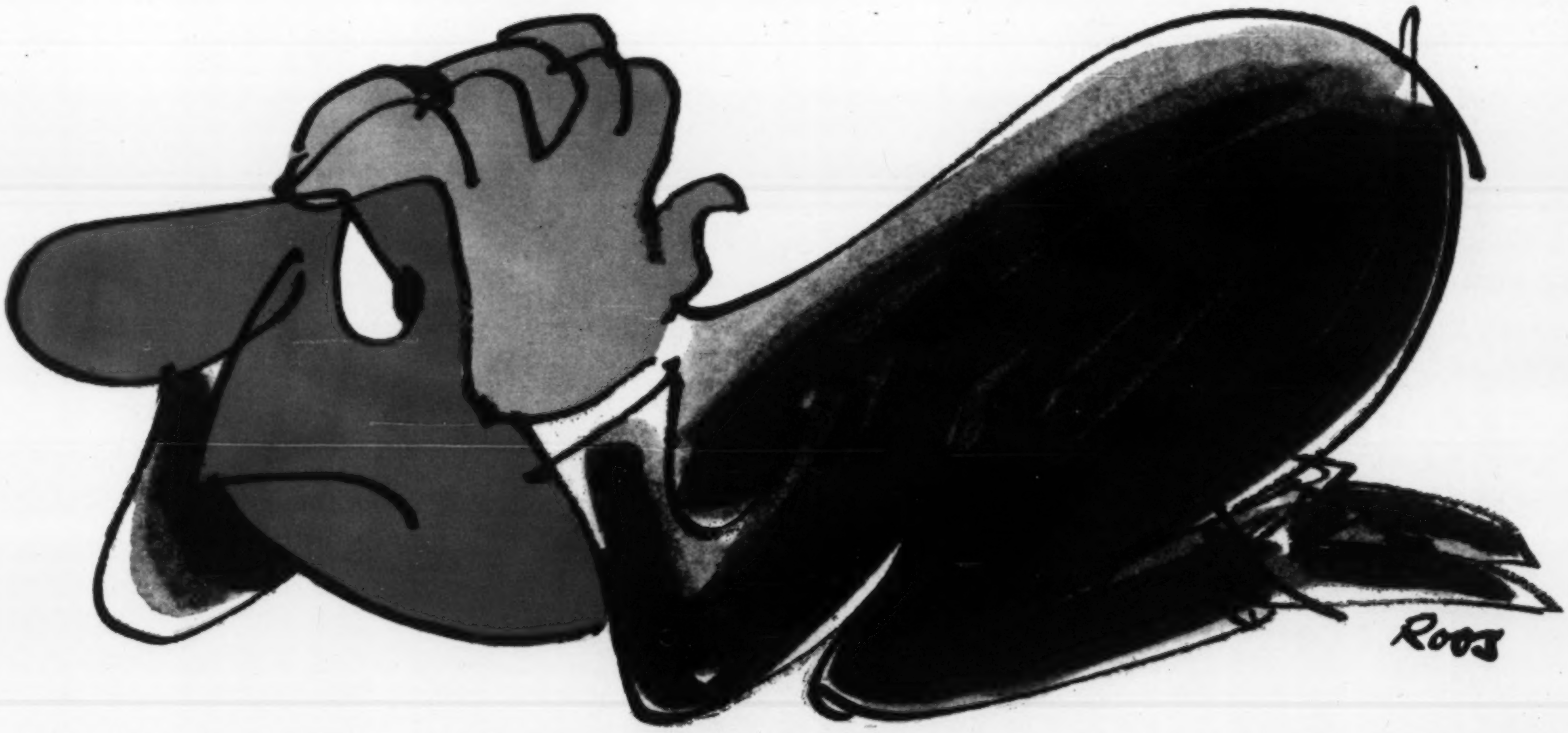
In a general promotion of top executives, Ziv Television Programs, New York, elevated three of its vps and advanced six others to vp. Vps advanced in status at the tv film distributor are M. J. Rifkin, to exec vp in charge of sales; Maurice Unger, to exec vp in charge of production, and Robert W. Friedheim, to administrative vp.

Executives named vps are Joseph W. Bailey, in charge of eastern production; Edward J. Broman, regional sales; Len Firestone, syndication sales; Frank Reel, legal affairs; James Shaw, national and regional sales, and Pierre Weis, general manager of economee. The company's sales force will increase from 117 to 144 men, John L. Sinn, Ziv-TV president, said.

Maurice Unger

R. W. Friedheim

#4 perils of an advertising decision maker



HE COMPUTED COST PER THOUSAND BUT FORGOT LOST PER THOUSAND

This ad man's headache is a whopper! He did all right by figuring *cost-per-thousand* of readers reached by "general interest" media. But by failing to figure "*lost-per-thousand*" of readers not interested in his client's product, he wasted precious dollars that could have been invested in Hearst Special Interest Magazines.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping
Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest
Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

THE PITTSBURGH STORY

This is a story about the story of Pittsburgh's urban renewal. A story which received the unusual response that EN-R special reports consistently get from the largest audience of building and construction men ever assembled by a magazine.

A decade ago Pittsburgh's business district was being strangled, its slums were spreading at an alarming rate and its very air was almost unbearable. Today this city is clear of smoke, traffic flows over new expressways and bridges, magnificent new office buildings and parks dominate the business district and slum areas have been replaced. Today Pittsburgh is a city with pride, a bright outlook and a glowing future.

Many magazines published many articles about the rebuilding of Pittsburgh. Scores of them have appeared in Engineering News-Record. But not until its issue of November 19, 1959 was the whole significance of the Pittsburgh story put in print. Prepared by one of the largest editorial staffs of any magazine in the world, the 24 page report is far more than straight reporting. It is a document that is not only inspiring other cities to similar action but is also serving as a working blueprint on how they can go about it.

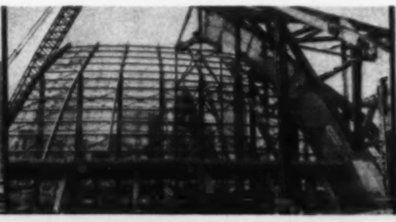
Within a week after the report appeared, it became the most talked about and important construction story to hit the industry in years. From the U. S. Senate and the House of Representatives ...from scores of cities and states across the nation...from many federal agencies and from hundreds of construction firms came quick reaction. Letters praising the report. Requests for reprints from planning commissions. Technical questions and comments. Webb and Knapp's William Zeckendorf quoted from it extensively in an important speech to a conference on community development. Newspapers from coast to coast, armed with facts from the report, launched editorial campaigns urging their cities to embark on urban renewal programs.

The report on the rebuilding of Pittsburgh is uniquely the type of story befitting Engineering News-Record's editorial content and circulation. It is a broad, top-to-bottom story covering all the different types of construction taking place in Pittsburgh—highways, bridges, buildings, utilities, etc. It is a story that interests all of the many job functions that play a part in modern construction —contractors, sub-contractors, engineers, architects, government, private industry, financiers, civic planners, etc. And it is a story that includes practically every aspect of construction from planning and design to equipment, materials, techniques, costs, financing, legislation, codes, trends, etc.

To the supplier of materials, equipment and services used by the building and construction industry, the Pittsburgh Story is a reminder that the only way to reach all important construction men at one time is through Engineering News-Record—the magazine that everybody in construction needs and reads every week.

CONTRACTORS completed the steel framework for this Gateway Center skyscraper in 108 days. It was built for the Equitable Life Insurance Co.

ARCHITECTS pioneered the use of stainless steel for exterior curtain walls of the office buildings which dominate the now famous Golden Triangle.



OWNERS of the new civic auditorium are the city of Pittsburgh and Allaghany County. It has a movable roof for indoor-outdoor use.

ENGINEERS designed the double-deck, tied arch design Fort Pitt Bridge to span the Monongahela River and relieve traffic congestion at the "point."

You sell the men who build America through

ENGINEERING
THE CONSTRUCTION WEEKLY
NEWS-RECORD

A McGraw-Hill Publication
330 West 42nd St., New York 36
Member ABP-ABC

ART DIRECTION IS AN IDEA MAGAZINE . . .

for idea men in an idea business. Each issue is packed with visual ideas and creative thinking for advertising and promotion in all media; print, package design, art and illustration, displays, posters, TV spots, type, photography. Keep on your creative toes. Get Art Direction. Only $6.00 for 12 issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**
A32, 19 W. 44th St., New York, N. Y.

'Mothers-to-Be' Bows Feb. 4

Mothers-to-Be, a new bi-annual published by Dell Publishing Co., New York, will bow on newsstands Feb. 4. A Dell "1,000 hints" magazine, *Mothers-to-Be* will have a guaranteed base circulation of 250,000 and in addition to newsstands, will be distributed in supermarkets, department store maternity sections and maternity specialty stores. Cover price is 35¢. The second issue of the magazine, with ad rates based on $1,750 per b&w page, will appear in August.

Arndt Promotes Smedley

Alfred B. Smedley, public relations account manager with Arndt, Preston, Chapin, Lamb & Keen, has been appointed associate director of public relations of the Philadelphia office.

November R.O.P. Color Linage Up 17.4%, Hoe Reports

NEW YORK, Jan. 26—Newspaper r.o.p. color linage in November totaled 14,739,196 lines, a gain of 17.4% over linage reported in November, 1958, according to a report on color linage issued by R. Hoe & Co.

Linage for the 11-month period ended with November totaled 138,448,419 lines, up 24.1% over the like period of 1958.

Top users in November among national classifications were cigarets (1,168.868 lines); gasolines and oils (594,415); miscellaneous groceries (322,117); dairy products (311,327) and baking products (290,177).

Leading national accounts in r.o.p. color during the month were Salem cigarets (1,164,863 lines); Florida frozen orange juice (236,332); Phillips Petroleum Co. (214,226); One-A-Day vitamins (210.157) and Eastern Air lines (166,087).

As a result of the steel strike, automotive color linage during November totaled 834,956 lines, off 38.4% from linage reported in November the preceding year. Retail linage, at 7,749,836 lines in November, increased 11.9% over linage in November, 1958.

The Hoe report is based on a Media Records check of 400 newspapers in 130 cities. #

'TV Guide' Plans Three South, Southwest Editions

TV Guide, Radnor, Pa., has announced three new regional editions in the South and Southwest. Effective with the Feb. 27 issue, an edition will be published covering the west Texas area of Amarillo, Lubbock, Odessa, Midland, Big Springs and Abilene-Sweetwater. This edition will be the third regional edition in Texas.

In addition, the Tennessee edition will be split into two new regionals, with a separate edition covering Knoxville, Johnson City, Asheville, N. C., and Greenville, Spartanburg and Anderson, S. C. Coverage in the Nashville area will also be expanded to include programming of stations in Nashville and Paducah, Ky.; Cape Girardeau, Mo.; Harrisburg, Ill., plus expanded coverage in the Nashville area. The new editions brings to 56 the number of regionals published by the magazine.

Cerbone to Issue 'Bridal Wear' as Bi-annual, 10 Newsletters

Bridal Wear, a new trade publication covering the bridal apparel industry, has been established in New York by James A. Cerbone, who resigned as ad director of *Modern Bride* in September (AA, Sept. 14).

According to Mr. Cerbone, who will head the Ser-Bon Publishing Co., 570 Seventh Ave., New York, the trade paper will have an initial controlled circulation of 5,500 and will be published bi-annually in January and June. Ad rate will be "approximately $300" per b&w page, Mr. Cerbone said. In addition to *Bridal Wear*, the company will publish ten monthly newsletters covering the bridal apparel field.

Puleo Heads New Office

Marketing & Advertising Associates, Philadelphia, has opened a New York City office at 550 Fifth Ave. Frank Puleo, formerly with Standard Brands, has joined the agency to head the new office.

Clemens to Lewis & Gilman

Kurt J. Clemens has joined the copy staff of Lewis & Gilman, Philadelphia. Mr. Clemens was formerly a medical writer with Pfizer Laboratories, Brooklyn.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source. Sales Management Survey of Buying Power. May 10. 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

IN INLAND CALIFORNIA (AND WESTERN NEVADA
BEELINE® RADIO
delivers more for the money
KBEE
MODESTO
NOW
CBS
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

Here's news about a development that gives added strength to KBEE, the McClatchy Beeline radio station in Modesto. KBEE is now a CBS affiliate.

This means that the variety and style of CBS radio shows, including the renowned CBS news facilities, will be added to the diversified and successful McClatchy programs. This will provide a balanced format that will attract an even wider circle of listeners. Make sure they hear *your* story.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Gillette's Future as TV Sports Sponsor Cloudy; Boxing Fades, Schlitz Grabs Races

BOSTON, Jan. 26—Gillette Safety Razor Co., long associated with major sporting events, may have to find other vehicles for part of its broadcast money, much to its regret.

Two of the razor company's perennial favorites—the Friday night fights, on NBC, and the "triple crown" of racing, on CBS—may become only fond memories. Some time ago NBC informed Gillette that it intends to drop the fights after September, thus ending its longest-run show; it has been on the network since 1944. Later reports indicate NBC would like to terminate them by the end of June.

NBC, reportedly squeamish about the gangster element which has tainted boxing, would like to become associated with more respectable programs, now that everyone is scrutinizing television.

Ratings can't be affecting its decision. Although the fights are not as popular as they were a few years ago, they are still enjoying a healthy share of audience, and Gillette is happy with them.

The company is still trying to dissuade the network from its decision, but realizes it probably is a losing fight. Gillette may try to interest another network in the show, or even set up its own station hookup, but the razor marketer would not say what its move will be if NBC refuses to change its mind.

■ CBS-TV, as in past years, did give Gillette first chance to sponsor the triple crown—the Belmont, the Preakness and the Kentucky Derby—but the price was not right, a company executive said. In previous years, Gillette has always turned thumbs down on CBS' first offer, but the network has always returned with a more attractive sales tag. This year, however, Schlitz Brewing bought half of the package, he explained.

The razor maker may still pick up the other half of the racing trio, but it does not feel that shared sponsorship of the short-run events would be too effective. It has sponsored them in the past because their May-June dates tie in nicely with Gillette's big Father's Day promotion.

The time of year is an important factor in the company's advertising plans. In addition to Father's Day, its other heavy promotional periods are World Series time and Christmas. Gillette, which annually sponsors the World Series and the all-star baseball game, took advantage of sponsoring a second all-star game in 1959.

■ Gillette asked baseball's commissioner Ford Frick last year to extend its tv-radio rights to the World Series for at least three more years. (The contract expires after the '61 season.) The commissioner is not expected to make a decision, however, until it is determined whether there will be a third major league, and, if so, how the series will be conducted. Here again, Gillette is not assured of its future. It reportedly pays $3,250,000 annually for broadcast rights to the series and one all-star event.

Despite the many stumbling blocks, Gillette plans to stick with sports. It continues as a sponsor of the Rose Bowl and Blue-Gray football games and has brought viewers championship bowling events, and an occasional exceptional college basketball game.

Maxon Inc. is the agency for Gillette. #

Sametz to Commercial Credit

Walter Sametz has joined Commercial Credit Corp., Baltimore, as director of advertising and sales promotion. Mr. Sametz was formerly president of Walker Sametz, Advertising, Norwalk, Conn.

ALFRED C. VIEBRANZ *has been named vp of marketing services of Sylvania Electric Products, a new post. Mr. Viebranz, who will handle corporate marketing services, including advertising and sales promotion, was formerly an account exec at Young & Rubicam.*

Peters, Griffin Opens New Audio-Video Center

Peters, Griffin, Woodward, New York, has installed an audio-video center there, with complete facilities for showing tv tapes, tv films, slides, audio tapes and records, as a service to advertisers, agencies and stations.

The new facilities will be able to accommodate up to 40 people for tv tape showings of programs as well as commercials. Agencies already have approached the station representative to screen tapes for clients who want to review their existing spot tv schedules and others who want to analyze several types of commercials for possible future use, Lloyd Griffin, vp and tv director of the rep, said.

New Color Comics Book Features Ads, Crayons

The Lollipop Kids, 34-page monthly publication for children, has begun national distribution after tests in New England. It is devoted to a single theme for each issue, treated in coloring-book fashion with a narrative text beneath each coloring page. Attached to the cover in a plastic container are four crayons, plus a lollipop.

A page ad (also suitable for coloring) costs $1,000. The book, published by Lollipop Kids, Springfield, Mass., reportedly had a circulation of 500,000 in December. It is distributed to newsstands and supermarkets by Kable News, New York.

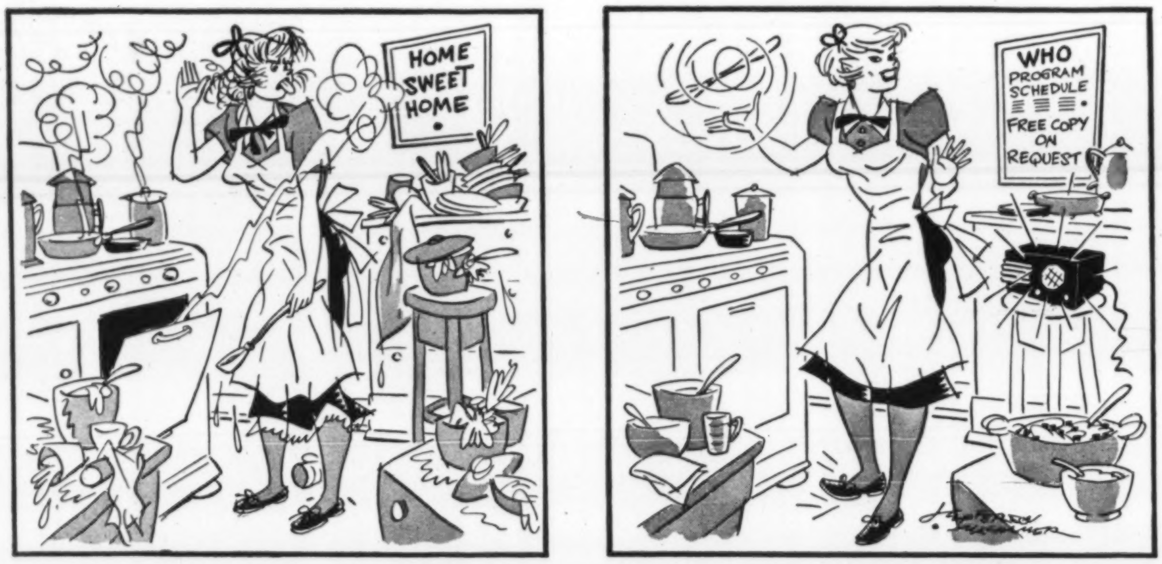
CNP Sells 'Pony Express'

California National Productions, New York, tv film distributor, has sold "Pony Express" to American Petrofina Co. of Texas (Taylor & Norsworthy) for showing in 20 markets in the Midwest and Southwest; and to Valley Forge Beer (Gray & Rogers), for several markets in the mid-Atlantic area, and O'Keefe's Brewing Co. (Comstock & Co.) for six markets along the northern border.

Vantage Press to Murray Leff

Vantage Press Inc., New York, publisher, has appointed Murray Leff & Co., New York, to handle its advertising. The account was formerly with Metropolitan Advertising Co.

PEOPLE work–play–*LIVE* by RADIO!



WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

COOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations—like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates
WHO-TV, Des Moines; WOC-TV, Davenport

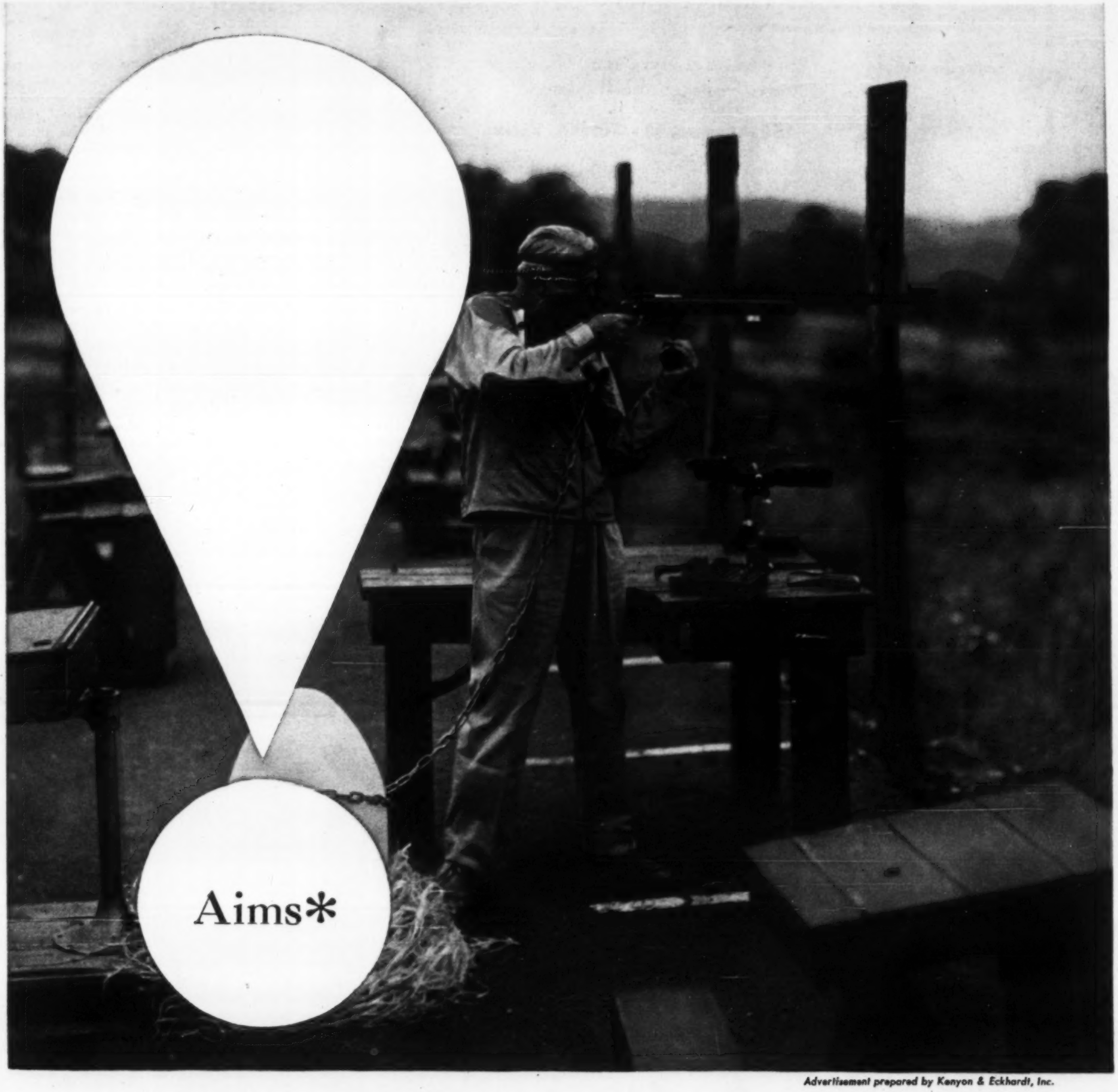
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

There's BIG NEWS
IN NEWPORT NEWS
and HAMPTON, VIRGINIA

WRITE TODAY
for FACT BOOK
about this NEW, BIG
Spectacular Market

Box D THE DAILY PRESS, Inc.
Newport News, Virginia



Advertisement prepared by Kenyon & Eckhardt, Inc.

* "The Chase Manhattan's Nest Egg campaign has run for three years in The New Yorker Magazine . . . has built a positive personality for its Trust Department . . . has brought in business from The New Yorker's exceptionally desirable audience."

Francis G Ross *Executive Vice President, Trust Department,*
The Chase Manhattan Bank

THE
NEW YORKER
MAGAZINE

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Critics Fail to Inhibit Ethical Drug Ad Growth

Field Is Estimated to Have Spent $125,000,000 in Journals, Mail in '59

By Milton Moskowitz

NEW YORK, Jan. 28—Ethical drug companies, currently under fire in Washington for allegedly spending too much on advertising, spent in record amounts in 1959.

And expenditures appear to be headed for a new high in 1960.

In a survey of the advertising agencies servicing this industry, ADVERTISING AGE found that most of them enjoyed the best year in their respective histories in 1959 and they look for increased billings this year.

The media used by the industry—primarily direct mail and medical journals—also had another good year. Laments about the overstuffed mailboxes of doctors did not stop the introduction of new publications, nor did they put a damper on plans for new industry-to-physician communication channels.

■ On the contrary, the existence of this large advertising pressure applied against such a small audience—the 130,000 doctors who write the bulk of prescriptions—only stimulated ideas for new and different ways of hitting the target.

The National Broadcasting Co., for example, is now trying to supply the physician audience via an fm multiplex system, and at least two advertisers—Ciba Pharmaceutical Products and Schering Corp. —are considering open-circuit television to reach doctors.

Sen. Estes Kefauver (D., Tenn.), whose anti-trust subcommittee is now holding hearings on the industry, estimates that ethical drug companies spend $750,000,000 annually—or about one-third of retail sales—on advertising and promotion.

"This promotional advertising does not expand the market," he complains, "but is expended in a struggle to get the physician to write the prescription and trade name of a particular company."

■ The industry is upset about the Kefauver investigation. It feels that it is being made the whipping boy for practices that are common in American business. It feels that it has made significant contributions to the nation's health. And it feels that it has not had a fair opportunity to tell its story —hence the recent appointment of Hill & Knowlton as pr counsel for the Pharmaceutical Manufacturers Assn.

To the charge of excessive advertising, the industry replies that much of what Sen. Kefauver calls advertising is really postgraduate education of the doctor—telling him about new drugs and how to use them.

- Dr. Austin Smith, president of the Pharmaceutical Manufacturers Assn., asks: "Can one use the label 'advertising' for detailing, films, technical publications, scientific exhibits, lectures and televised medical and surgical clinics?"

- Robert E. Wilson, president of the advertising agency bearing his name, told AA that as much as 75% of the industry's promotion is, in fact, "educational," providing information that the doctor "wants and is not willing to do without."

■ The $750,000,000 estimate of the Tennessee senator does cover a wide range of activities. It includes, for example, the salaries paid to some 15,000 detail men who call on doctors for the companies. It includes the cost of medical films shown to doctors as an educational service by Smith, Kline & French—with no mention of any SKF products.

It also includes the cost of free samples distributed to doctors by detail men and by mail. In introducing a new product, one agency president pointed out to AA, it is not unusual for a company to give each of its detailers $50 worth of free samples to pass out to doctors. Since the big companies have as many as 1,000 detail men on their staffs and since several hundred new products are launched yearly, this sampling alone runs

SUNDAY TELEGRAM
Workers Ordered Back To Steel Mills
The Evening Gazette
Plan E Polling Away; Victory Appears Sure
WORCESTER TELEGRAM
Voters Retain Plan E By Majority of 4,062
2nd in Mass.
WORCESTER
MASS.

NEW ENGLAND'S 1ST MARKET— MASSACHUSETTS

with the Billion Dollar

WORCESTER MARKET

WORCESTER IS YOUR KEY TO

GROWTH... E.B.I. $1,112,205,000* UP 30.4% since 1954.

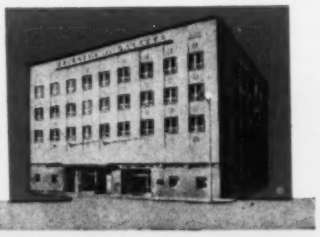
IMPACT.... Worcester is Reading "Worcester newspaper readership is well above the national average", says Publication Research†

RESULTS.... 86.4% daily coverage with the Telegram-Gazette. Daily circulation 158,215. Sunday—102,957. ABC audit Dec. 31, 1958.

*Source: Sales Management Survey of Buying Power, May, 1959.

† Source: Publication Research Service Study, Sept. 28, 1958 Sunday Telegram.

The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Product:

TWINKLE,
paste copper cleaner.

Company:

The Drackett Co.
Cincinnati, Ohio

Agency:

Young & Rubicam, Inc.

Marketing Objective:

To introduce a quality product, achieve distribution, capture an important share of the market.

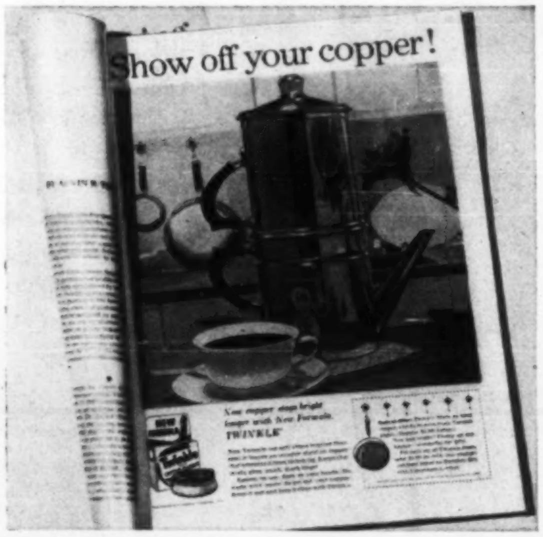
NOVEMBER 1955 – Drackett Co., successful manufacturers of *Drano* and *Windex*, submit their newest product – *Twinkle*, paste copper cleaner – to Good Housekeeping for investigation, before introductory marketing.

FEBRUARY 1956 – Performance claims found justified, consistent advertising campaign begins in Good Housekeeping. The Guaranty Seal plus excellent reputation of The Drackett Co. help *Twinkle* achieve fast distribution.

Cleans copper brighter than new ...in seconds!
NO WASTE WITH PASTE
Twinkle PASTE COPPER CLEANER
Twinkle PASTE COPPER CLEANER

NOVEMBER 1959 – Quality product, sound advertising in Good Housekeeping, forceful merchandising of the Guaranty Seal, all combine to make *Twinkle* the leader in dollar volume in its field.

DECEMBER 1959 – Because Good Housekeeping's Guaranty Seal has sales influence with 40,930,000* women, it is incorporated into *Twinkle's* TV advertising, with commercial filmed in Good Housekeeping Institute.



JANUARY 1960 – *Twinkle*, which began in Good Housekeeping just four years ago, kicks off 1960 campaign with first of four-color, full page ads. Another successful product launched with the help of Good Housekeeping.

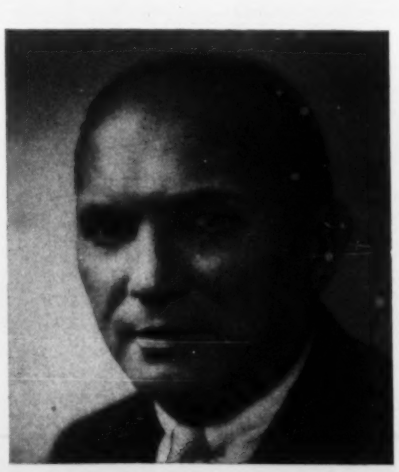
"Good Housekeeping has helped Twinkle shorten the time and reduce the cost of marketing this premium product..."

–DAVID G. DE VORE, JR., *V.P. Advertising, The Drackett Co.*

THE DRACKETT CO.: Quality products, consistent advertising to selected audiences helps this well-established company achieve sales success

All of the products of this progressive company have been advertised in the pages of Good Housekeeping consistently; some for many years. *Twinkle* is but the latest example of a progressive advertising policy that has helped this company register impressive gains in its sales and its share-of-market position, year after year.

*Crossley, S-D Surveys, Inc.



"We placed our first TWINKLE ad in Good Housekeeping in 1956, using columns. Our 1960 schedule calls for a series of four-color pages. This accelerated program demonstrates our confidence in Good Housekeeping's ability to sell TWINKLE fast, and at low cost."
— DAVID G. DE VORE, JR.

Medical Agency Spectrum

BILLINGS

$15 MILLION

L. W. FROHLICH (NY)—Parke, Davis Schering J&J Geigy Lakeside Mead Johnson Ames

WM. DOUGLAS McADAMS (NY)—Upjohn Roerig CIBA Roche Burroughs Wellcome Warner-Chilcott

$4 to $6 MILLION

BURDICK & BECKER (NY)—Merck Squibb Lederle Bristol

CORTEZ F. ENLOE (NY)—Squibb Winthrop Breon Ayerst

JORDAN, SIEBER & CORBETT (CHGO, NY)—Armour Pitman-Moore G. D. Searle Irwin, Neisler

PAUL KLEMTNER (NEWARK)—Pfizer Endo Ayerst

NOYES & SPROUL (NY)—Bristol Robins Baxter

SUDLER & HENNESSEY (NY)—CIBA Robins Merrell Warner-Chilcott

ROBERT E. WILSON (NY)—Eaton Mead Johnson Wallace

BILLINGS

UNDER $3 MILLION

DONALD F. FITZSIMMONS (NY)—Roerig Organon Knoll

TED GOTTHELF (NY) — Standard Labs Wallace Labs

HOFFMAN ADVERTISING (NY)—Lydia O'Leary Spirit Testagar

JOHNSON & LANMAN (NY)—Fougera Horner

LONG VINEIS WHITE (MONTCLAIR, N.J.)—Spencer Labs

L. G. MAISON (CHGO)—Riker Medical: Quaker Oats, American Meat Institute, American Bakers

MEDICAL ADVERTISING SERVICE (NY)—U.S. Vitamin Desitin Wynn

MILTON G. PETERSON (CHGO)—Arnar-Stone Ascher Storck

PHARMACEUTICAL ADVERTISING ASSOCIATES (NY)—Purdue Frederick House Agency Gray G. F. Harvey

HARRY C. PHIBBS (Chgo)—Winthrop White G. D. Searle McNeil

LEE RAMSDELL (PHIL)—Block Drug S. E. Massengill Pilling

SHALLER-RUBIN (NY) — Reed & Carnick White Schering

CONSUMER AGENCIES

TED BATES (NY)—Wallace Labs
DOHERTY, CLIFFORD, STEERS & SHENFIELD (NY)—Merck CIBA Roche
DOREMUS-ESHLEMAN (PHIL)—Smith, Kline & French
ERWIN WASEY, RUTHRAUFF & RYAN (NY)—Lederle Labs
FULLER & SMITH & ROSS (CLEVE)—Eli Lilly
CHARLES W. HOYT (NY)—Merck
LAMBERT & FEASLEY (NY)—House Agency Warner-Lambert
LEWIS & GILMAN (PHIL)—Wyeth Labs
THOMPSON-KOCH (NY)—House Agency Sterling Drug

Compiled By Advertising Age

into big money.

■ Records examined by ADVERTISING AGE indicate that in 1959 the industry spent about $125,000,000 for product advertising in medical journals and in direct mail. Medical Promotion Records, an industry measuring service, reports a 1959 total of about $85,000,000, split 50-50 between journals and direct mail. Industry observers feel the Medical Promotion figure is "very conservative" and that the $125,000,000 figure probably is more like the actual amount.

These expenditures have been climbing steadily. Two years ago AA estimated a volume of $100,000,000. Medical Promotion Records found that advertising expenditures skyrocketed by 219% between 1953 and 1958.

No Market-Share Giants

The ethical drug industry is a relatively small, tightly knit industry. No one company has ethical drug sales in excess of $200,000,000. No one company does more than 10% of prescription volume. But the top 10 companies do account for about 60% of prescription sales. And about a dozen advertisers probably account for more than half of the industry's advertising.

Four leading companies—Smith, Kline & French, Lederle Laboratories, Upjohn Co. and Eli Lilly & Co.—are each believed to do more than 7% of prescription volume.

The Merck, Sharp & Dohme division of Merck & Co. emerged in 1959 as the largest advertiser in the field, with total expenditures of $4,700,000 in medical journals and direct mail.

■ Merck took over the No. 1 slot as a result of heavy journal promotion for new products—Diuril and Hydro-Diuril (diuretics), Decadron and Neo-Decadron (cortico-steroids to combat arthritis and other inflammations) and Diupres (a combination of Diuril and reserpine, used to combat hypertension).

Runner-up to Merck was Chas. Pfizer & Co., whose advertising has come under sharp attack in the past year. Over the past decade, since it started to market drugs under its own brand names, Pfizer has set the hottest advertising pace in the industry.

■ The patterns of ethical drug advertising vary widely. One company—Merck, for example—will spend more than twice as much in medical journals as in direct mail. On the other hand, Upjohn does the reverse, spending twice as much in direct mail as in journal space.

Also, there is this striking feature: Wallace Laboratories, a division of Carter Products, ranks as the fifth largest advertiser, outspending by far the company with the largest ethical drug sales in the nation, Eli Lilly. Wallace, the Miltown producer, has sales of $25,000,000 in 1958, compared to Lilly's $180,000,000.

How is this possible? Quite simple. Wallace, which first entered the ethical drug scene with Miltown, has no sales force at all and relies on direct mail and journal advertising to reach the nation's physicians. Lilly, which has been in business since 1876 and markets more than 1,000 products, is already well known to the medical profession and keeps contact through some 1,000 detail men in the field.

THE FIRST ORALLY EFFECTIVE TREATMENT FOR RINGWORM INFECTIONS
GRiFULVIN
McNEIL
ringworm therapy revolutionized with oral
fulvicin
SCHERING CORPORATION · BLOOMFIELD, NEW JERSEY

PROMOTING COMPETITORS—*L. W. Frohlich & Co. set up two competing units within the agency in 1959 to introduce two competing products—Grifulvin for McNeil Laboratories and Fulvicin for Schering. Both are oral antibiotics for treatment of fungal infections.*

■ Being well known to the medical profession counts for a great deal. Example: Wallace developed the tranquilizer Miltown, but the identical product sold under the Equanil name has more than twice the sales of Miltown. Equanil is marketed by Wyeth Laboratories, a division of American Home Products. Wyeth has been in the business for nearly 100 years.

The ethical drug business today is a business of new products. While the full-line houses such as Upjohn, Lilly and Parke, Davis maintain product lines running into the many hundreds (they will sell everything from antibiotics to a doctor's bag), the big volume—and the big profits—are being generated by a few widely prescribed products.

■ Lederle Laboratories, a division of American Cyanamid Co., has been chalking up annual sales of $35,000,000 for its broad-spectrum antibiotics, Achromycin V and Achromycin. Achromycin V has been No. 1 on the prescription hit parade for the past five years, but Lederle is now shifting its emphasis to Declomycin, a new broad-spectrum antibiotic that stays in the blood stream longer.

Similarly, Parke, Davis has a $30,000,000 product in Chloromy-

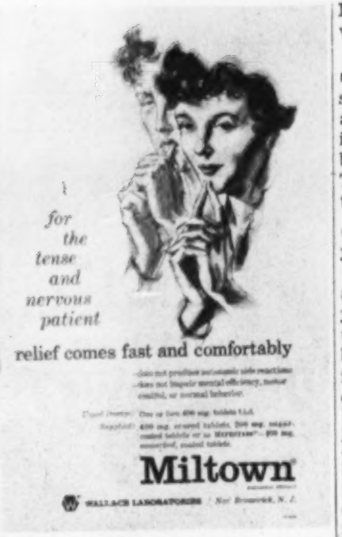
WHAT'S UP

...at the Chicago Daily News?

CHICAGO DAILY NEWS

• **Total advertising linage is UP** to an all-time high of 23,620,211 lines published during 1959. Record highs were also established during the year in display (20,868,791 lines) and retail (14,506,038 lines.) • **General advertising is UP** to 4,519,714 lines. This 1959 total is more than the Daily News ever published before—more than any other afternoon newspaper in the U. S. carried. • **Grocery linage is UP** to 4,906,422. This 1959 total is a record for the Daily News—and more linage than any other Chicago paper carried. • **Financial linage is UP** to 776,271. This 1959 total is another all-time Daily News record. • **R.O.P. color advertising linage is UP** to 1,121,782. Again, this 1959 figure is a new high. YES, THINGS ARE LOOKING UP—

AT THE CHICAGO DAILY NEWS


for the tense and nervous patient
relief comes fast and comfortably
Miltown
WALLACE LABORATORIES New Brunswick, N. J.

AGGRESSIVE ADVERTISER—*With no sales force to call on doctors, Wallace Laboratories lays down continuous barrage of journal and direct mail advertising to promote its products. Except for Milpath (Ted Gotthelf) and Soma (Robert E. Wilson), Wallace advertising is all with Ted Bates & Co.*

cetin, the No. 2 antibiotic. Chloromycetin accounts for an estimated 50% of the company's prescription sales in the U. S.

Three broad spectrums—Achromycin V, Chloromycetin and Upjohn's Panalba (which moved up strongly in 1959)—account for well over half of this market.

Upjohn, which recently introduced its oral antidiabetic, Orinase, now does more than $12,000,000 in this product. Merck does an estimated $20,000,000 in Diuril.

■ In the $200,000,000 tranquilizer market, four products—Wyeth's Equanil, SKF's Compazine and Thorazine and Wallace's Miltown—account for a substantial portion of sales.

Agency Participation

Thirty advertising agencies have business in the ethical drug area and they handle among them an estimated $100,000,000 in advertising.

The two top ones in the field have been and continue to be L. W. Frohlich & Co. and William Douglas McAdams Inc. McAdams concentrates exclusively in medical advertising, Frohlich has some non-drug business. Each bills more than $15,000,000.

Bill Frohlich, with an account roster that includes such blue-chip ethicals as Parke, Davis; Schering; Johnson & Johnson and Mead Johnson, reports that billings were up "considerably" in 1959. Virtually every client brought out new products.

Two of these new products were Schering's Fulvicin and McNeil Laboratories' Grifulvin, the first oral antibiotics for the treatment of ringworm and other fungal infections. Although the two products are identical and directly competitive, Frohlich handled both introductions through separate units within the agency.

■ Billings were also ahead at McAdams, according to Dr. Arthur M. Sackler, chairman. Upjohn increased its budget, and new products resulted in greatly expanded advertising by Ciba and the Roche Laboratories division of Hoffman-LaRoche.

McAdams produces a weekly newspaper, *Scope*, for Upjohn, and during the year the agency launched *Image*, a slick illustrated magazine, for Roche.

McAdams was also named by Wm. S. Merrell, Vick Chemical unit, to handle introduction of MER-29, a promising new cardiovascular drug.

■ Below the Frohlich-McAdams syndrome is a group of seven agencies, each a specialist in ethical drug advertising and each billing in the $5,000,000 range. This group is enjoying a sensational advance.

• Burdick & Becker, only three years old, added four new clients (Sandoz, Winthrop, Diamond Labs and Schwarz Labs) and closed the year with billings of $6,250,000—up sharply from the $2,900,000 billed in 1958. Dean L. Burdick, a former exec vp of McAdams, predicts a 40% gain for 1960.

• Robert E. Wilson Inc. added Mead Johnson, White Labs and Smith-Dorsey, got increased billings from Eaton Labs and nearly doubled its volume, moving from $2,500,000 up to $4,500,000. Mr. Wilson expects another 33% gain in 1960.

• Sudler & Hennessey added five non-drug clients in 1959 but also acquired new products from Schering, Warner-Chilcott and Ciba, ending the year with billings of $6,000,000—just about double the 1958 figure. The agency produces *Medical News* for Ciba. It looks for a 25% billings gain this year.

• Paul Klemtner & Co. increased its staff by 25% in 1959 to a total of 60, adding C. B. Fleet and new products from Endo Labs and Ayerst Labs. The agency works for Pfizer and expects to go over the $5,000,000 mark in 1960, with a billings gain of 15% to 20%.

• Jordan, Sieber & Corbett, Cortez F. Enloe Inc. and Noyes & Sproul all reported gains in billings. Dr. Enloe's shop picked up a number of small accounts from Noyes & Sproul, following the departure of Dorothy Noyes, and also added new products from Schering and the George A. Breon division of Sterling Drug.

Noyes & Sproul added Dohme Chemical, got increased billings from Bristol Labs. Jordan, Sieber added Ayerst Labs, house organs for Eaton Labs and international advertising for Baxter Labs. Frank J. Corbett, exec vp, said billings advanced from $3,800,000 to $4,500,000, and he predicts a plus-$5,000,000 year in 1960.

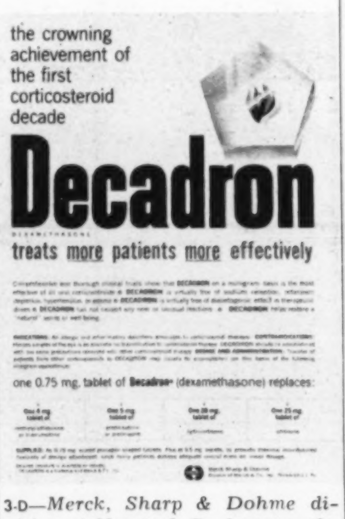
■ In the next bracket are an even dozen agencies doing all or a substantial portion of their business in ethical drugs. This group includes Harry C. Phibbs Advertising, of Chicago, regarded as the oldest ethical drug agency in the country. Harry Phibbs was ad manager of Burroughs-Wellcome in New York until 1917, when he moved to Chicago to work for drug houses and consumer agencies. He started his own shop in 1922 at the urging of the American Medical Assn., which found it had to rewrite many of the ads submitted by agencies for drug clients.

The Phibbs shop today employs 30 persons. It added Baxter Labs at the end of 1958, did "considerably" better in 1959 and expects another gain in 1960. Dr. A. P. O'Callaghan, exec vp, says that while some doctors complain about receiving too much advertising, "if you discontinue using these methods, your sales will slip. Most companies would like to cut these expenditures, but from past experiences feel it would lead to reduced sales."

BENYLIN EXPECTORANT
Your patients can woo and win elusive slumber without barbiturates. Give them subtle Placidyl. Their tensions vanish. Their brows unfurrow. Restful sleep is theirs within the hour. Prescribe. You'll see.
Placidyl makes your patient to sleep
There's hardly a reason not to prescribe Doriden for every patient who needs a good night's sleep.

THE HAPPY PATIENT—*Ethical drug advertising isn't too different from consumer advertising, following the basic principle, "Show them smiling and content after using the product."*

■ L. G. Maison & Co., also of Chicago, dates from about the same time as the Phibbs shop. Dr. Maison's agency had a billings gain in 1959 and expects to do "much better" in 1960. Milton G. Peterson Advertising, another Chicago shop, bills between $500,000 and $1,000,000, does 80% of its business in ethical drugs and sees 1960 as a "pretty good year."


the crowning achievement of the first corticosteroid decade
Decadron
treats more patients more effectively
one 0.75 mg. tablet of Decadron (dexamethasone) replaces:

3-D—*Merck, Sharp & Dohme division of Merck & Co. became the largest user of journal space in 1959, with concentrated promotion of Diuril (Charles W. Hoyt Co.) and Diupres (Burdick & Becker), as well as Decadron (Doherty, Clifford, Steers & Shenfield), shown here.*

Lee Ramsdell & Co., in Philadelphia, resigned a number of consumer and industrial accounts during the year to concentrate entirely on medical advertising. The agency bills $2,000,000 with 18 accounts. It has just added Vale Chemical.

Lee Ramsdell told AA: "We look to 1960 as a big year. In most cases, our clients will be increasing their advertising expenditures."

Shaller-Rubin Co., a New York agency which also handles consumer accounts, added White Labs business during the year and increased its billings from $1,350,000 to $2,000,000. It expects a 40% volume gain in 1960.

Pharmaceutical Advertising Associates, a house agency for Purdue Frederick, reports billings of $1,250,000 in 1959 and looks for a 25% increase this year.

■ Expansion of the field is evident from the launching of new agencies. Johnson & Lanman, Donald F. Fitzsimmons Inc. and Long Vineis White Inc. are all shops less than two years old. Don Fitzsimmons, formerly a partner of Burdick & Becker, completed his first year in business with the acquisition of three products from Pfizer's Roerig division. Mr. Fitzsimmons says he may bill more than $1,000,000 this year.

■ Alongside the ethical drug shops are nine consumer agencies which have important pieces of medical advertising.

The biggest units are at Ted Bates & Co. and Erwin Wasey, Ruthrauff & Ryan. Bates has the bulk of the Wallace Labs business and EWRR has the bulk of the Lederle account. Each spends in excess of $4,000,000.

In Philadelphia, Doremus-Eshleman has about $1,200,000 in billings from Smith, Kline & French, and Lewis & Gilman must have at least that much from Wyeth Laboratories. Fuller & Smith & Ross' Cleveland office places an estimated $1,000,000 of journal advertising for Eli Lilly.

Charles W. Hoyt Co. works for Merck, Sharp & Dohme, as does Doherty, Clifford, Steers & Shenfield, which also handles products from Roche and Ciba. Lambert & Feasley and Thomson-Koch are house agencies for Warner-Lambert and Sterling Drug, respectively.

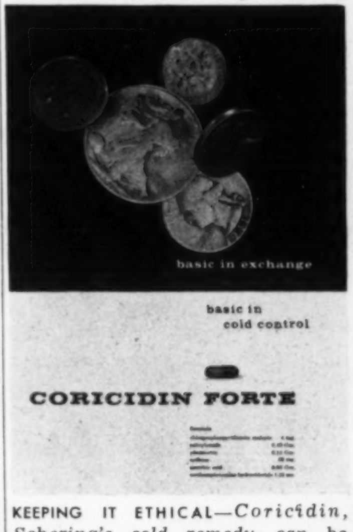
■ While advertising agencies appear to be increasing their share of the business, ethical drug companies continue to produce a good deal of their advertising internally, particularly direct mail output.

The one company that still has no use for any agency is Abbott Laboratories, which maintains in North Chicago what is, in effect, an internal advertising agency. This department produces and places directly all of Abbott's ethical drug advertising. William Pratt, ad manager, reports that Abbott's expenditures in 1959 declined slightly from the 1958 level, reflecting the paucity of new products.

Journals Thriving

With ad budgets burgeoning, it is no surprise to find the medical journals flourishing. Some 600 publications carry ethical drug advertising but it is estimated that the top four books—*Journal of the American Medical Assn., MD, Medical Economics* and *Modern Medicine*—account for about 55% of the dollar volume.

MD, a monthly *Time*-like magazine catering to the cultural interests of the medical profession, has had a spectacular success. Now entering its fourth year, *MD* recently had to lift its advertising page limit to 120 per issue, and advertisers are still queueing up for space—at $1,500 a page.



KEEPING IT ETHICAL—*Coricidin, Schering's cold remedy, can be bought freely without a prescription, but the company eschews the consumer ad approach, preferring to keep the product an ethical one; ads are limited to the medical profession, and Coricidin does a healthy prescription volume.*

The *Journal of the American Medical Assn.* is now carrying more than 6,500 advertising pages a year. It carried 4,000 for the first time in 1954. *Modern Medicine* increased its ad page volume from 4,140 to 4,940 in 1959. And *Medical Economics* leaped from 3,444 to 4,485.

■ For the first time also, the industry is beginning to get more significant media research. The Alfred Politz study of the audiences of the above four magazines—sponsored by *Medical Economics* and released in 1959—put into the hands of agencies and advertisers important market data on the prescribing practices of the nation's physicians—the funnel through which all ethical drug sales must pass. #

Top 13 Ethical Drug Advertisers—1959

Advertiser	Journals	Direct Mail	Total
Merck, Sharp & Dohme	$3,300,000	$1,400,000	$4,700,000
Chas. Pfizer (incl. Roerig)	2,500,000	2,100,000	4,600,000
Ciba Pharmaceutical	2,000,000	2,500,000	4,500,000
Smith, Kline & French	1,100,000	2,800,000	3,900,000
Wallace Labs	1,900,000	1,900,000	3,800,000
Schering	1,500,000	1,800,000	3,300,000
Lederle Labs	2,000,000	750,000	2,750,000
Parke, Davis	1,200,000	1,500,000	2,700,000
Wyeth Labs	1,600,000	1,000,000	2,600,000
A. H. Robins	1,000,000	1,500,000	2,500,000
Roche Labs	1,200,000	1,300,000	2,500,000
Abbott Labs	1,250,000	1,000,000	2,250,000
Upjohn	700,000	1,300,000	2,000,000

Source: Industry Measuring Services

MANUFACTURING PROJECT ENGINEERS

Leading Northern New J

CHIEF NT ENGINEER

s, located in the Philadelphia area, noted roducts, is seeking an engineer with the cations:

anical Engineer with knowledge of electri- equipment to supervise Mechanical and Engineering Depart-

GENERAL MANAGER

Pharmaceutical Plant

Candidates for positions should have a technical in more than one area of science or engineering, specialty in at least one technical area. Broad desirable is one of more of the following

CHIEF QUALITY CONTROL ENGINEER

TO . . . $13,000

To supervise and coordinate activities of Q. C. engineers, preparation of inspection quality audits, materials application of statistical and controls.

Applicant requires a years experience (including in the precision electronic mechanical instrument field borough knowledge of

gauging concepts—inclu sonic, electronic and othe application of statistical

PLANT MANAGER

Well established Chicago area manufacturer of precision metal and other fabricated products seeks capable manufacturing executive.

Qualified candidates will have had ten fifteen years successful staff gement experience de fabrication component parts. good knowledge ng techniques and an appreciation of ations techniques. degree or desirable.

s in confidence to . . .

INDUSTRIAL ENGINEERS

A diversified and consistently expanding company dominating the industry in its major field of endeavor, with worldwide sales and manufacturing facilities, enjoying excellent employee relations, ing both Jr. and Sr. Industrial Engineers.

B.S.I.E. degree or equivalent plus broad methods engineering, work measurement, tives, cost analysis, job evaluation and plant layout. A knowledge application, production material control and

Salary commensurate

INDUSTRIAL ENGI MAINTENANCE A

PRODUCTION PLANNING MANAGER

Multi-plant company in precision manu- seeks a top man with a mini- heavy experience.

VICE PRESIDENT FOR MANUFACTURING

Our company is well established . . . our name is internationally known and res Our products are in the family.

MANUFACTURING ENGINEER

Key position open for top man with good experience in cost estimating, assembly tooling, time study, methods, etc. New England mass production consumers ds industry.

NUFACTURING SUPERINTENDENT

We call him a Manufacturing Superintendent, while in other plants he is called Plant Manager or Works Manager. But, no matter which title is used, this is the opportunity to use your executive talents.

WILL YOU BE THE ONE WHO GETS THIS OPPORTUNITY?

an with proven experience in Management whose responsi- r the administration of pro- ntrol factory engineering, and inspection for a major a multi-plant operation.

ifications, we believe he should e M.E. or I.E. with 8 to 10 years' a related industry and proven ive abilities.

PRODUCTION CONTROL AND INVENTORY CONTROL MANAGER

One of our clients has an opening for an individu alified to take charge of this newly org This is a key management position offer ortunity for personal achievement wit dly growing plastics manufacturer. dle Atlantic states.

he man selected will have: Thorough e operational and financial aspects nsive production and

PRODUCTION ENGINEERS

PLANT ENGINEERIN GINEE

SAFETY ENGINEER

Outstanding Opportunity With

Reply in confiden

career opportu experience in design, proc and maintenance

These are the men who manage operations in manufacturing plants

Only FACTORY is edited only for them

Note the *many* men, many functions, many interests . . . not just one man or one function. Because it takes many of these men who manage plant operations, *working together*, to run today's plants efficiently.

Only *one* business magazine covers editorially the ideas and equipment and management techniques needed by these men . . . and aims its circulation *only* at the same group, *all* in manufacturing. FACTORY is the *only* publication of its kind in the world for these readers . . . and for the advertisers who want to reach them.

FACTORY

A McGRAW-HILL PUBLICATION • ABC • ABP • 330 WEST 42ND ST., NEW YORK 36, N. Y.

WHY NOT DO AS DEPARTMENT STORES DO?

They can check *results* next day. And *results* are the reason why the World-Telegram led the entire New York weekday field with more than 4,000,000 lines of department store advertising in 1959. (Source: Media Records.)

If you want to sell *women*—and their families—get all the facts about the World-Telegram's linage leadership and its *better-income* audience. Write or call *today!*

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER
FIRST FOR FAMILY ACTION

125 Barclay Street, New York 15, N. Y., phone BArclay 7-3211 • Or Scripps-Howard General Advertising Offices: 230 Park Avenue, New York • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

Lever Assigns $4,000,000 Suwa Account to JWT

(Continued from Page 3)

house agency. The account's 1959 billing is estimated at close to $4,000,000.

■ Although Thompson officials refused to comment on the size of the new campaign, it is understood they will continue to use newspapers, magazines, posters and radio and tv ads, with 20- and 30-second spots scheduled on all the German tv stations (these spots are already contracted for; they are difficult to obtain, since there is a shortage of commercial time on the German tv net).

Suwa is one of the top three detergents in Germany, ranking along with Persil (produced by Henkel Co. in Germany and handled by the Troost Agency, in Dusseldorf) and Sunil (another Lever product); its agency is Lintas).

The washing powder market in Germany means about $95,000,000 of business yearly.

Persil did an estimated $6,000,000 of advertising in Germany in 1959, and the Sunil ad budget for 1959 is estimated at about $4,500,000.

(An interesting sidelight is that the Persil brand in England belongs to Lever and is handled by JWT there.)

■ Since former agency chief Tom Sutton left JWT on Jan. 1 to become managing director of the company's British operation the Frankfurt office has been headed by Peter Gilow, who has been with the agency for five years. Deputy chairman and Lever account boss is Denis Lanigan, who joined the agency in 1952. He has been with the London and New York offices, and it was he who started the agency's Lever business here with the first Lux soap account.

It's estimated that JWT did about $10,000,000 of billing in Germany in 1959. Acquisition of the Suwa business establishes JWT strongly in the list of the five largest agencies in West Germany—ranking along with Die Werbe of Essen, H. K. McCann (German organization of McCann-Erickson), Heumann of Frankfurt and Lintas. #

RUSSELL Z. ELLER, *ad manager, Sunkist Growers, has been named "Advertising Citizen of 1959" by the Western States Advertising Agencies Assn. He will be honored at a dinner meeting Feb. 13 for his work as coordinator of the Advertising Council's forest fire prevention program and Smoky the Bear campaign.*

JWT Publishes Brochure Outlining Hawaiian Market

"The Hawaiian Market," 11th in a series of publications on world markets, has been published by the J. Walter Thompson Co. The brochure gives a detailed picture of Hawaii's economy.

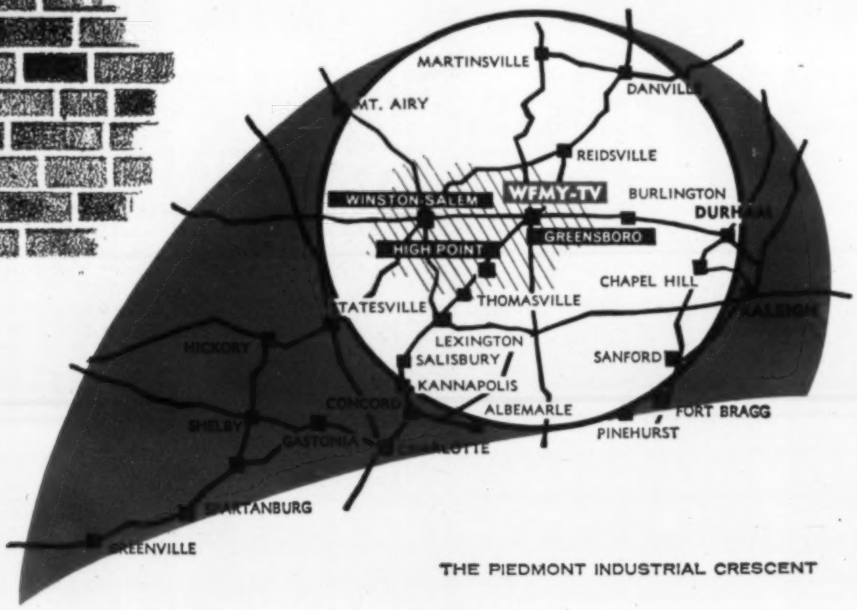
Among the study's findings: Exports and income from tourism represent 40% of the Hawaiian gross product; manufacturing output doubled between 1948 and 1958 to a total of $120,000,000; agriculture and related activities produce $300,000,000 or 20% of annual gross product.

Gorham Unit Names Creamer

Creamer-Trowbridge Co., Providence, R. I., has been appointed advertising and public relations counsel for Gorham Electronics, a division of Gorham Mfg. Co. Business papers, direct mail, exhibits and publicity will be used in the division's 1960 program.

Schwerin Promotes 3 VPs

Schwerin Research Corp., New York, has promoted Henry H. Newell, Ray K. Maneval and Donald H. McCollum from vps to senior vps.



the **BRICK** industry . . .

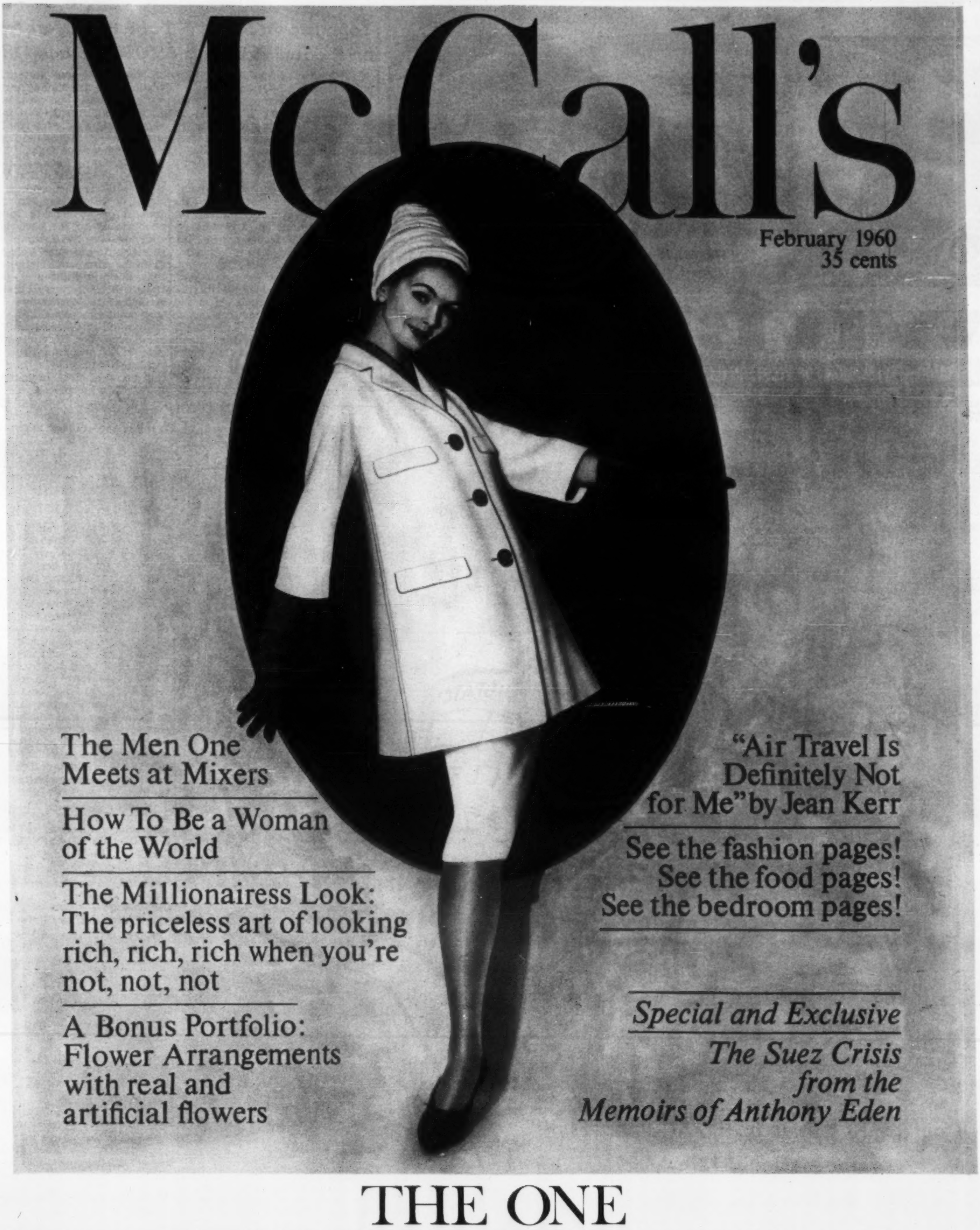
creates buying power in the Piedmont Industrial Crescent !

The South's vast brick industry is **another reason why** WFMY-TV . . . located in the heart of the industrial Piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2
CBS



McCall's

February 1960
35 cents

The Men One Meets at Mixers

How To Be a Woman of the World

The Millionairess Look: The priceless art of looking rich, rich, rich when you're not, not, not

A Bonus Portfolio: Flower Arrangements with real and artificial flowers

"Air Travel Is Definitely Not for Me" by Jean Kerr

See the fashion pages!
See the food pages!
See the bedroom pages!

Special and Exclusive

The Suez Crisis from the Memoirs of Anthony Eden

THE ONE UP FRONT

Stepping even further ahead—this February issue that clearly reveals the dazzling dimensions of McCall's current editorial content (including the first-time-published Suez memoirs of Anthony Eden). McCall's is a challenging circulation dynamo. In the last half of '59, newsstand gains were the greatest in the women's service field and a 6,500,000 guarantee has been announced for January, 1961, or earlier. On the advertising side: 1960 first-quarter figures show McCall's ahead of last year by 30.1% in space, 35.2% in revenue. And an over-three-million-dollar March issue is already in the books for the greatest ad-volume issue in the magazine's history! The one up front, forward-Marching toward tomorrow and further horizons, is McCall's.

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS

Youngstown Sheet & Tube Puts Moratorium on Product Ads, Sets $500,000 Image Drive

(Continued from Page 3)

publications.

The management of Youngstown apparently became interested in developing a company image in 1958, following a decision of a U. S. court which refused to allow a merger of Youngstown with Bethlehem Steel Co.

Changes in Youngstown management over the past three years has resulted in more emphasis on sales and promotion and less on production. The company has increased its field sales staff more than 50% in the past two years.

Youngstown had sales last year of $617,889,289 and a net income of $30,956,040. Youngstown is the sixth largest steel producer in the U. S., ranking behind U. S. Steel, Bethlehem Steel, Republic Steel, Jones & Laughlin Steel Corp. and National Steel Corp.

■ In the magazine insert breaking in *Fortune*, photo and art illustrations are alternated throughout.

Copy is brief and contains much factual and little known information about Youngstown's history, products, operations and personnel. The headline reads, "Youngstown—growing force in steel."

Mr. Gavin told AA that Youngstown will resume product advertising no later than Jan. 1, 1961. Instead of advertising individual products as in the past, he said, the company will lump related products in the same field together in the same ad. Starting May 1, magazines and business publications will be invited to make presentations to Youngstown for future product ad schedules.

By running this corporate image campaign, Mr. Gavin said, the company is preparing itself for the hottest competitive selling situation in the steel industry since 1939. The competitive selling should begin at the end of this year or in 1961, he added, when a big surplus of steel is expected. #

Cling Peach Board Sets $1,100,000 Ad Budget for 1960

San Francisco, Jan. 26—A 1960 ad budget of $1,100,000, an increase of $302,000 over last year's expenditures, has been set by the Cling Peach Advisory Board. Batten, Barton, Durstine & Osborn is the board's agency.

Most of the money will be spent on magazines advertising but $115,000 has been set aside for in-store promotion and $20,000 for direct mail. And 20% of the magazine allocation is to be pooled with a $70,000 fruit cocktail budget of the Pear Program Committee.

The agency will schedule seven separate ad campaigns between now and May, in addition to the current campaign which is utilizing *Life* and *Ladies' Home Journal* for a joint peach-meat promotion.

■ William Hoard, ad manager, said that magazines to be used will include *Better Homes & Gardens, Everywoman's Family Circle, Ladies' Home Journal, Life, McCall's* and *Woman's Day*. #

Lee Resigns 'Register' Post to Join Capital City State Bank

Richard C. Lee will resign as manager of sales development of the *Des Moines Register* and *Tribune* to join the Capital City State Bank as vp in charge of public advertising, relations and new business development, effective March 1.

Richard C. Lee

Mr. Lee joined the *Register* and *Tribune* in 1935 and since that time has served the newspaper in various capacities.

Wyler Sponsors 'Kangaroo'

Wyler & Co., Chicago, manufacturer of Wyler's soup mixes, boullion cubes and drink mixes, began last week to sponsor weekly segments of "Captain Kangaroo" on the entire CBS-TV network, in the biggest advertising campaign in its history.

Basel to Schneider-Stogel

Eli Basel, formerly with Charles North Studios, New York, has joined Schneider-Stogel, New York, as art and production manager, succeeding Melvin Brodsky, who resigned.

THE 13th MARKET IS TWINS
BUT THEY READ
DIFFERENT SIGNALS

ST. PAUL DISPATCH
PIONEER PRESS
MISSISSIPPI

8 out of 10 homes in the St. Paul "Half"
of the nation's 13th Market
are covered by the

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
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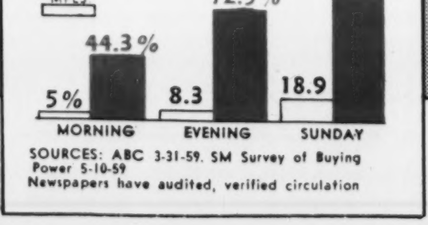


SALES-MAKING FACTS? WESTERN UNION SURVEY SERVICE LINES 'EM UP FOR YOU!

Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

Wire us collect for the complete story. Address: Western Union Special Service Division, Dept. 2-A, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

Solomon to Esquire Outdoor

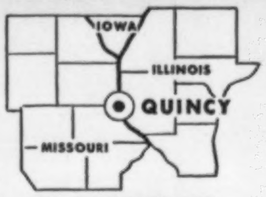
Steve Solomon has been named an account executive with Esquire Outdoor Advertising Co., Houston. He was formerly associated with the retail advertising department of the *Houston Chronicle* and with the layout and copy division of Montgomery Ward's ad department.

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800 sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Casto Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).

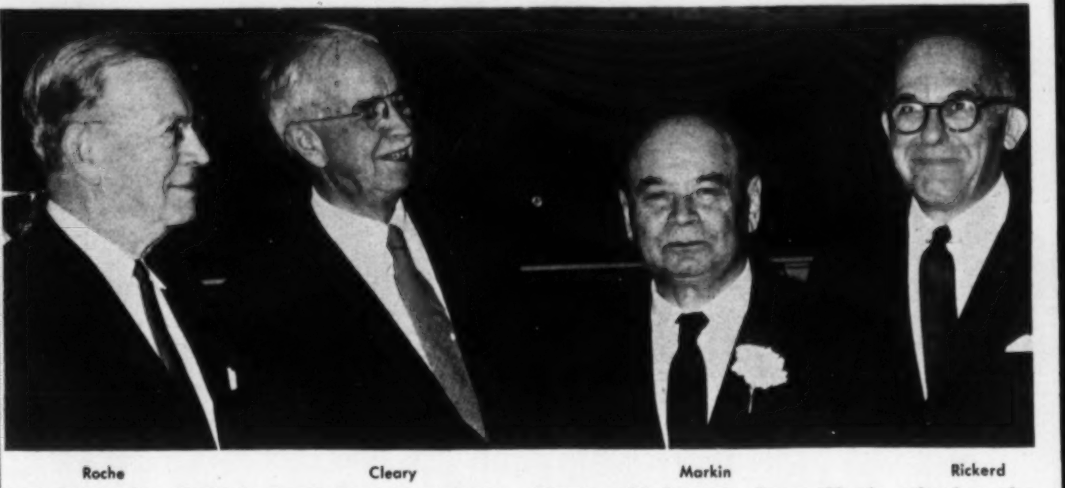


THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION



Roche Cleary Markin Rickerd

LAST PHOTO—*Mr. Roche is shown here in a picture taken recently at a special client's presentation of the Checker Motor Co.'s new Superba sedan and station wagon line to prospective dealers in Chicago. Shown with him are James Cleary, who has also retired from the agency; C. E. Rickerd, president of the agency, and Morris Markin, Checker Motor Co.'s president.*

How to make maidens willing (to buy)

It won't do any good to corner the market in roundhouses, or sew up every sawmill in sight. The modern maiden is past-mistress of such crude contretemps.

If you want her to buy your line, you'll have to convince her it will serve her individual purposes, whether to save time and money, or to catch and hold a man.

When it comes to speaking to individuals—maidens, matrons and misters—on a mass basis, no medium serves better than Mass Mail. This versatile medium combines the selectivity and intimate appeal of a personal letter with the broad coverage of other mass media.

Lemarge is one of the pioneers of Mass Mail. We've refined and sharpened the techniques of market and product testing and research to a near-science. On the basis of small economical tests, returns from each advertising dollar can be accurately predicted.

Our knowledge recently helped a new and different type of cook book to an overwhelming pre-publication sale. We knew the maidens and matrons who needed it, how to convince them, and the fastest, most effective way to get the message to them.

Whether you're selling cook books or cruisers to the consumer market, chances are we can do as well for you.

LEMARGE Mass Mail Specialists

Lemarge Mailing Service Company • 417 South Jefferson St., Chicago 7, Illinois

John P. Roche, Agency Founder, Is Dead at 70

EVANSTON, ILL., Jan. 26—John P. Roche, recently retired principal in Roche, Rickerd & Cleary, Chicago, died last Saturday en route from his home here to St. Francis Hospital following a heart attack.

Mr. Roche was born in Aberdeen, S. D., on May 11, 1889. He is a graduate of St. Ignatius, Chicago, and Columbia University and was awarded a Phi Beta Kappa key. After graduation in 1911, he joined the editorial staff of *Billboard*.

In 1913 he joined the old McJunkin agency in Chicago as a copywriter; he worked on the Pillsbury flour, *Chicago Tribune* and Commonwealth Edison accounts. It was at that time that he wrote a notable series of ads for the *Chicago Tribune* dramatizing the different types of ads placed in the newspaper.

■ During World War I he served as an Army lieutenant in France. While overseas he wrote numerous poems which were published in the *Chicago Tribune* and later collected in a book, "Rhymes in Olive Drab."

In 1926 he formed his own agency, Roche Advertising Co. Later, the agency absorbed Williams & Cunnyngham, changing its name to Roche, Williams & Cunnyngham. In 1942, the agency changed its name to Roche, Williams & Cleary after James Cleary joined the agency. On Jan. 1, 1958, the agency merged with U. S. Advertising Co. and the name became Roche, Rickerd & Cleary.

Mr. Roche retired as chairman of the agency last year.

Mr. Roche started his agency in 1928 with Studebaker as one of his principal accounts, an account which the agency held for 20 years. Other top accounts the agency has handled have included the *Chicago Tribune*, Old Dutch cleanser, Portland Cement Assn., Sexton foods, Wilson & Co. and Hardware Mutuals insurance.

■ After his retirement, Mr. Roche spent much time at his blueberry plantation, the second largest in Michigan, in Breedsville, and some time at his summer home at Paw Paw, Mich. Mr. Roche also grew grapes, flowers, strawberries and peaches, and operated two flower shops in Chicago as an outlet for his flowers. He also operated an antique store in Evanston. He was a collector of china and first editions.

He was a member of the board of lay trustees of Loyola University, Chicago.

Mr. Roche is survived by three sisters and two sons, John Kirby, who is with Roche, Rickerd & Cleary, and Pierre Dwyer, who is with Standard Rate & Data Service.

JAMES H. McGAFFIGAN

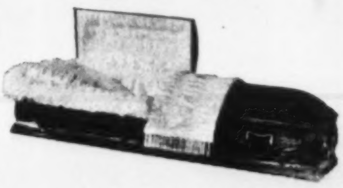
MEDFORD, MASS., Jan. 26—James H. McGaffigan, 61, general manager of the Hearst newspapers in Boston, died of a heart attack yesterday at his home here. He had been under treatment for a heart ailment recently but continued to work.

Born in Boston, Mr. McGaffigan was a graduate of the Bentley School of Accounting. He began his association with the *Boston Record-American* and *Sunday Advertiser* 46 years ago. He worked in nearly every department and was named business manager in 1941. In 1955 he was appointed general manager.

Knowles Heads Aniline Unit

Cecil M. Knowles has been appointed manager of the newly created market development section of the commercial department, dyestuff and chemical division, General Aniline & Film, New York. Dr. Knowles was formerly administrative assistant to the general manager of the division.

QUANTITY Photos Sell



CASKETS

They couldn't mail a sample casket, so they sent a glossy photo. If *you* can't mail your product, mail a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.

119 W. Hubbard St. • Chicago 10, Ill.

Tel. — SUperior 7-8288

FARM JOURNAL LEADS THE FIELD BY A COUNTRY MILE!

- First in advertising pages.
- First in advertising dollars.
- First in percent gain in advertising pages over 1958.
- First in percent gain in advertising dollars over 1958.

Simply stated: For regional and national coverage—for influence—for merchandisability—for results—advertisers again invested *more* of their dollars in FARM JOURNAL than in the next *two* farm magazines combined.

In fact, FARM JOURNAL is one of the 9 great magazines in all America in which advertising investments average better than a million dollars per issue.

The January 1960 issue of FARM JOURNAL is up 21 percent in advertising pages over Jan. '59!

The magazine
farm families everywhere
depend on . . .

FARM
JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

THIS IS THE NEW AMERICAN HOME

For months, American Home has been tooling up to meet the challenge and opportunity of the 1960's. There's dramatic evidence of this labor of love in every issue. You'll see it in the bold new visual impact, in the stunning new photography and wonderful new depth of information. Keep your eye on the new American Home. Its exciting changes are designed to make it the home service magazine of the 1960's.

Over 12,000,000 men and women read the new American Home for only one reason: To find out all they can about building, remodeling, furnishing, decorating, meal planning, and gardening. They get their money's worth too, for no other major magazine devotes a greater share of its pages to home service. And you can be sure that advertisers get more than their money's worth in the new American Home.

THE NEW
AMERICAN
HOME

A Curtis magazine
read by 3,600,000 families with
a consuming interest in the home

Griswold Names Augustine

Raymond O. Augustine has been appointed space buyer in the media department of the Griswold-Eshleman Co., Cleveland. A native Clevelander, Mr. Augustine was advertising manager at Mallory-Sharon Metals Corp., Niles, O.

Atkinson Joins Ehrhart

Charles R. Atkinson, formerly a market analyst with Fletcher Richards, Calkins & Holden, has joined T. A. Ehrhart Associates, New York advertising research company.

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N. Y. 19, N. Y. PLaza 7-5730

Charles Youmans, Flyer, Instructor, Ad Exec, Dies at 61

NEW YORK, Jan. 26—Charles LeRoy Youmans, 61, former advertising executive, teacher, and pilot in both world wars, died Jan. 15 of complications following surgery.

Born here, Mr. Youmans attended Dartmouth College but left during his second year to enlist in the French army in 1917. Later he transferred to the aviation section of the U. S. Army signal corps. He was commissioned a second lieutenant in France and flew combat missions until the end of the war.

Following the war, he performed with a flying circus in the U. S. In 1920 he went to Cuba, where he was co-founder of the Ruston Academy, an American private school in Havana.

He taught there until 1923, when he returned to New York to marry Edna Huott. He then entered the advertising agency field with G. Lynn Sumner & Co. and remained with the company as a vp and account executive until 1937. He then returned to teaching and was with the New York school system at the start of World War II, when he joined the Army air force as a captain.

He served as the first air attache to Cuba and the Dominican Republic; as a command pilot he logged more than 10,000 flying hours. Mr. Youmans was an amateur archaeologist, and collected numerous objects of early Caribbean art, which he later donated to Dartmouth and other colleges.

In recent years he had made his home at Alexandria, Va.

K. RALPH COCKING

MONTEGO BAY, JAMAICA, Jan. 26—K. Ralph Cocking, 33, an account executive with Erwin Wasey, Ruthrauff & Ryan, New York, was among 37 persons killed here Jan 21 when a Colombian airliner crashed in landing. Born here, Mr Cocking was returning from New York to see his ailing father.

Mr. Cocking attended Munro College here and was graduated from Albright College, Reading, Pa., and later attended New York University's school of business administration. He started his business career in the advertising department of Robert W. Kelly Publishing Corp., New York, and in 1951 joined Ruthrauff & Ryan, where he became an account executive on the U. S. Air Force recruiting program. After the merger of R&R with Erwin, Wasey, Mr. Cocking was appointed account executive on the American Cyanamid corporate account and also handled the Air Force account and Knickerbocker Savings Bank advertising.

J. J. LORNE ARDIEL

TORONTO, Jan. 26—J. J. Lorne Ardiel, 69, chairman of the board of Ardiel Advertising Agency Ltd., Toronto, died at his home here Jan. 19.

He served in World War I as a captain from 1914 to 1919 and afterward became a lieutenant colonel with the Middlesex light infantry reserve.

In 1939, he became honorary lieutenant colonel of the Middlesex and Huron regiment. Mr. Ardiel was president of the Allan Cup hockey champions in 1931 and was a life commodore of the Canadian Power Boat Assn.

■ He was born in London, Ont., and educated at London Collegiate and at Queens University, Kingston, specializing in banking and finance.

Before 1914 he was manager of the Dominion Bank at East London. He subsequently sold Cadillac automobiles. He bought the Press Agency Bureau Ltd. in 1929 and changed the name to Ardiel Advertising Agency. He was president until 1944 when he became chairman of the board.

BARBRE GILBERT

NEW YORK, Jan. 26—Mrs. Barbre Gilbert, 25, a partner with her husband, Eugene, in Eugene Gilbert & Co., an organization specializing in youth research, was killed Jan. 18 in the Capital Airlines plane crash near Holdcroft, Va. Mr. Gilbert, who writes a syndicated column, "What Young People Think," for the Associated Press, saw his wife aboard the airliner Monday night in Washington. She was bound for Norfolk, Va., on business. He then boarded another plane for New York, and learned of his wife's death while listening to his car radio on the way to his home here.

Mrs. Gilbert, born here, was graduated from Bennington College. She was active as a singer and as a producer of theatricals for children's organizations.

NEW!
FOR ATHLETES FOOT
Athlecin
STOPS
ENDS
MENNEN
Athlecin

FOOT CARE—*Mennen's Athlecin will be promoted with 84-line newspaper ads on sports pages in about 50 top markets, April through September. Grey Advertising, New York, is the agency. It's Mennen's second entry in the foot care market, Quinsana foot powder being the first.*

LEO D. FELLOWS

ROCHESTER, N. Y., Jan. 26—Leo D. Fellows, 67, operator of L. D. Fellows Inc. advertising agency, died Jan. 14 in Highland Hospital after a two-month illness.

Mr. Fellows went into business for himself in 1951 after having been associated with Russel Hobbs and Bernard E. Smith under the name of Fellows, Hobbs & Smith. After Messrs. Hobbs and Smith left the agency Mr. Fellows changed its name to L. D. Fellows Inc.

Mr. Fellows began his career with his father in the Gillies Lithographing & Printing Co. here. He was vp and manager of the company, and edited and published several weeklies in Rochester, Buffalo and Syracuse.

Mr. Fellows at one time was art director for DuBois Press here, and was associated with the A. J. Delamar Co. of New York.

M. KARL GOETZ

ST. JOSEPH, MO., Jan. 26—M. Karl Goetz, 50, president of M. K. Goetz Brewing Co., died Jan. 17 of a heart attack.

He was a grandson of the founder of M. K. Goetz Brewing Co. and had spent almost 30 years in practically every capacity in the brewery. After serving in World War II as a colonel in the Air Force, he returned to the brewery as president.

ARNOLD R. LUNDMARK

CHICAGO, Jan. 26—Arnold R. Lundmark, 54, president of Cardy-Lundmark Printing Co. and vp of Carl Gorr Printing Co., died Jan. 18 in Evanston Hospital. He had been in the printing business for 40 years.

RAB Appoints Fidler

Maurice E. (Doc) Fidler, formerly a regional manager at Radio Advertising Bureau, New York, has been promoted to a division manager in the member service department. Mr. Fidler replaces Robert F. Nietman, who earlier was appointed group manager, grocery products.

John Tracy, 43, McCann-Erickson Executive, Dies

CLEVELAND, Jan. 26—John Vincent Tracy, 43, vp and account service supervisor of McCann-Erickson, Cleveland, died Jan. 21 after a long illness.

During the past four years Mr. Tracy was supervisor of the Standard Oil Co. (Ohio) account, during which time he was largely responsible for Sohio's heavy participation in television and radio sports programming, such as the Cleveland Indians and Cincinnati baseball coverage and the Cleveland Browns football games.

■ Prior to his association with McCann-Erickson, Mr. Tracy was a senior account executive at Fuller & Smith & Ross, Cleveland, and prepared many national Westinghouse refrigerator and freezer campaigns.

A native Chicagoan and a graduate of the University of Illinois, he moved to Detroit where he was associated with Ross Roy Inc. on the DeSoto, Plymouth and Dodge accounts before going to Cleveland in 1947 to become advertising manager of the Truckstell Mfg. Co.

He was a member of the Cleveland Chamber of Commerce, Mid-Day Club and the Cleveland Advertising Club.

Herbert Crooker, Veteran Adman in Movie Field, Dies

NEW YORK, Jan. 26—Herbert B. Crooker, 65, pioneer publicity and advertising man for the motion picture industry, died Jan. 21 at his home here, reportedly of a heart attack.

Born in Minneapolis, he attended Cornell University and the University of Virginia and served as a lieutenant in the Navy during World War I. Following the war he joined the advertising department of the old Pathe Co., and later was on the staff of *Midweek Pictorial*, a weekly picture supplement formerly published by the *New York Times*.

■ From 1931 to 1938 he was eastern publicity manager for Warner Bros. motion picture studio. During the New York world's fair he was in charge of Macfadden Publications' exhibit and then joined the advertising staff of Metro-Goldwyn-Mayer, where he remained until his retirement three years ago.

Mr. Crooker was the author of several detective stories, including "The Hollywood Murder Mystery." He also published a book titled "The Boatman's Almanac." He was a member of the Lambs Club here.

JAMES A. WELCH

CAPE MAY COURTHOUSE, N. J., Jan. 26—James A. Welch, 78, former vp of Crowell-Collier Publishing Co. and a past president of Advertising Federation of America, died Jan. 21 at his home here.

Mr. Welch joined the advertising staff of *Woman's Home Companion* in 1917. There he successively became advertising manager of that publication, advertising director of Crowell-Collier and vp of the company.

He served as president of AFA in 1941 and 1942, and retired from business in 1945. He later became an advertising consultant, but left New York and moved here in 1956.

IN MASON CITY,
MARION,
THE PLACE TO BE IS
KLGO-TV

• FIRST IN COVERAGE!*
• TOPS IN PROGRAMMING, AND RATINGS!**
CBS (Of course)
• LOWEST COST PER THOUSAND!

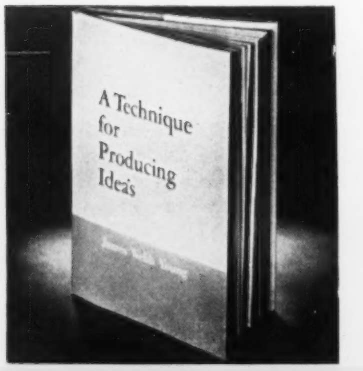
*NCS #3 **ARB

KGLO-TV
MASON CITY, IOWA

one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · KHQA-TV · WTAD

See Branham Co. National Reps.

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department

Jif, Bayer Among Brands Gaining Strongly in '59, Top 10 Study Shows

Clark Study Also Shows Market Gains by Pall Mall, Heinz, Crisco

STANFORD, CAL., Jan. 26—Procter & Gamble's Jif peanut butter and Crisco shortening, Heinz catsup, Lever Bros.' Imperial margarine, Lipton's Wish-bone salad dressing, American Tobacco's Pall Mall, P. Lorillard's Kent and Sterling Drug's Bayer aspirin were among the brands making significant market advances in 1959.

Their gains are recorded in "Top Ten Brands," an annual consumer pantry check conducted by Dan E. Clark II & Associates, Stanford, in 10 metropolitan areas across the country.

The Clark survey, now in its sixth year, gives brand profiles in some 130 product categories. The survey is sponsored by the following newspapers: *Akron Beacon Journal, Charlotte Observer* and *Charlotte News, Cincinnati Enquirer, Dallas Morning News, Los Angeles Herald-Express, Miami Herald, Portland Oregonian, Toledo Blade* and *Toledo Times, Wilmington News-Journal* and *Youngstown Vindicator*.

▪ P&G's Jif moved up sharply last year to challenge Skippy and Peter Pan peanut butters. Jif is now first in Toledo and Youngstown, second in Cincinnati, Akron, Charlotte, Miami and Delaware's New Castle County (Wilmington), and third in Portland, Los Angeles and Dallas. Skippy continues to hold leadership with firsts in five of the 10 markets surveyed.

Crisco, already first in every market, further consolidated its domination of the field, moving up from 58.7% to 64% in Los Angeles, from 58.6% to 62.5% in Dallas, from 54.3% to 61.1% in Youngstown and from 55.6% to 61.6%in Miami.

Heinz catsup, another longtime leader, also improved its position, moving from 46.5% to 51.7% in Portland, from 33.3% to 41% in Toledo, from 64.5% to 70.2% in Youngstown and from 39.2% to 47.3% in Wilmington.

▪ Lever's Imperial moved past Mrs. Filbert's and Allsweet to the No. 3 position in Wilmington, past Parkay to the No. 2 slot in Miami, past Shirley Ann and Nutley to the No. 3 position in Youngstown and past Mrs. Filbert's and Good Luck to the No. 2 position in Akron.

Kraft's French dressing is still a brand leader but Lipton's Wish-Bone is moving up strongly. It nudged Kraft out of first place in Akron and is running second to Kraft in Cincinnati and Youngstown. It holds third place in Los Angeles and Dallas.

In the cigaret market, both Pall Mall and Kent were on the upswing. Among male smokers, Pall Mall took first place from Camel in Los Angeles and Miami. Kent is the leading smoke among women in Portland, Los Angeles and Miami.

▪ Bayer aspirin seemed to have a fabulous year. It was No. 1 in every market as a headache remedy, and it placed No. 1 in six out of the 10 markets as a cold remedy. In Miami, its use as a cold remedy improved from 11.4% to 26.7%.

One interesting finding is the good showing made by Coricidin as a cold remedy. This is the Schering Corp. product which is promoted only to doctors. It was among the first five cold remedies in every market but one, and it placed second in Portland and Wilmington.

Detailed local reports on each product category are available free of charge from the advertising departments of the sponsoring newspapers. #

Salan Elected Club President

Martin Salan of Gerth, Brown, Clark & Elkus of San Francisco, has been elected president of the San Francisco Junior Advertising Club. Other officers include Jerry Keller, California Packing Corp., 1st vp; Stanford Horn, the *Examiner*, 2nd vp; and Sally Jaffray, Lennen & Newell, secretary-treasurer.

Emmet Joins Durham

John Francis Emmet has joined Robert C. Durham Associates, New York, as comptroller and assistant general manager. Mr. Emmet is a former assistant treasurer of Fletcher D. Richards Inc. and before that was treasurer of Calkins & Holden.

Abitibi Names Schultz VP

E. J. Schultz has been appointed vp, sales, of Abitibi Corp., Alpena, Mich. Mr. Schultz, a member of the board of directors, has been general sales manager of the company since its incorporation in 1956.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost proven performance

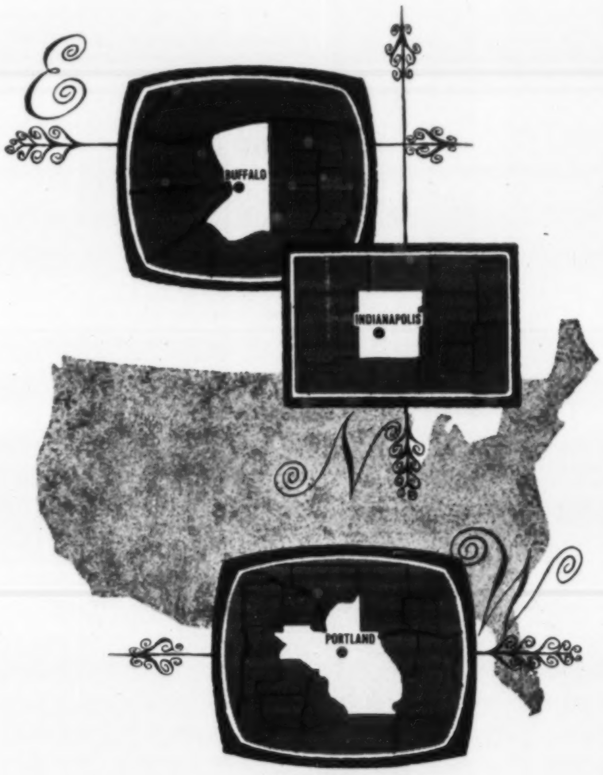
AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

Localizes national ratings

No two markets served by radio or television provide the same "climate" for your program. Local broadcast competition, program preferences, and customs have strong influences on dialing habits.

Nielsen Station Index Reports show, at a glance, your position in individual markets across the U.S. All NSI® data are compatible with NTI® and NRI® data which measure national audiences. Knowledge of local audiences quickly locates areas of strength and weakness in national coverage . . . and provides basic information for interpretation or corrective measures.



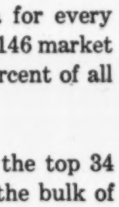
Number of homes reached . . . by station. NSI tells you both total and Metro (or Central) Area audiences for each station for each 15-minute period during the day.

Composition of the audience. NSI breaks down the tv and radio audiences to show who are listening or viewing . . . men, women, teen-agers, children.

For television. NSI reports audience data for every competitive tv market in the U.S. These 146 market areas (231 cities) account for over 97 percent of all U.S. tv viewing.

For radio. NSI reports audience data for the top 34 markets in the U.S. These account for the bulk of radio listening, thanks to radio's long reach.

Send for sample NSI Report. See for yourself the wealth of information NSI Reports put at your fingertips . . . it is the only way you will understand why leading agencies, advertisers, and stations consider NSI Reports a "must" for efficient operation.



Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY
FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0111

What is this magazine?

It is 672 million pages…
250 thousand pounds of printers' ink.

Yes. And it is half an ounce of a little boy's tears,
a moment of heartbreak frozen forever in the sharp stillness of a page.

It is more than a graphic collection of sundry facts
and opinion
and photographs
and cartoons
and letters-to-the-editor
and the binding to hold all these together.

This magazine is the many faces of the urgent present.
Suddenly, man's spiralling world explodes into the skies
and there are Russian names for the seas of the shadowed moon
and our outward quest is more pressing yet.

It is more than printed words and colored inks
and half-tone dots.

This magazine is a dedication—
to the eternal search
of one hunger-driven mind for another;
of one hopeful heart for another;
of one country, seeking the truths of another,
to try to understand.

This magazine—more than mere pages? Indeed. A mood—
the dynamic climate of a people,
the human barometer of a world in stress,
in heartbreak or in love,
the eyes of the world and its ears and its pulsing heart

This magazine seeks to understand,
to capture, to portray
the exciting story of people.

Color of pain.
Shouts of music; hot, waiting smell of summer.
Honky-tonk town caught fast in full hue and thin shriek.

Captured in one black-and-white quietness, the rainy-day bones
of an old man and his dog.

Dark exuberance of surf, and the face
of a young mother illumined as she beholds
the glory of her first-born;
poignancy of living, old as the world, new as today.

What *is* this magazine?

Mass communication? Of course.
But to each reader, it is the mind-to-mind interchange
between one human being and another.

It is the reflective climate of people
seeking endlessly, restlessly, hopefully
the same goal—
understanding themselves and each other.

This magazine is the exciting story of people.
People are its purpose.
People are its power.

This magazine is LOOK.

People are the purpose
People are the power

Ike Asks Budget Hikes to Build Regulatory Units

FCC Funds Sought to Build UHF TV Station; Gradual Growth for FTC

WASHINGTON, Jan. 26—Additional funds, scattered strategically throughout the budget which president Eisenhower sent to Congress last week, will provide most regulatory agencies with new "muscle power" for more vigorous enforcement of laws dealing with advertising and marketing.

Almost every regulatory agency other than the Federal Communications Commission has submitted programs keyed to the current cry for more effective enforcement of laws against deception. FCC is asking more money, too, but almost all of it is for a research project which is supposed to settle, for all time, the long smoldering debate over the effectiveness of television.

The Federal Trade Commission, the anti-trust division of the Department of Justice, the Food & Drug Administration, the Agriculture Marketing Administration and the Securities & Exchange Commission are among the agencies earmarked in the Presidential budget for more money for tougher enforcement programs.

▪ The FCC's research project, a surprise item in the budget, is a two-year operation involving an expenditure of $2,250,000. It contemplates construction of a uhf tv station in New York City in a "do or die" test to see what uhf can do.

"This is about as tough a test as we could give uhf," says Commissioner Robert E. Lee, chief sponsor of the idea. "If we can make uhf work in New York, then the time has come for a showdown on the conversion of the entire tv service to the uhf band, where there will be plenty of room for competition."

▪ The increase for the Federal Trade Commission totals $760,000. Most of it is for use in policing deceptive practices, a phase of FTC operations which gets about $2,000,000 of the commission's $7,600,000 budget.

The budget notes that the additional funds are to support increased efforts in the field of radio-tv advertising, which have been undertaken as a result of recent congressional disclosures.

FTC sources report that the expansion requested by the president in the 1961 budget is part of a carefully planned developmental program which is expected to extend over a series of years.

An authoritative source told ADVERTISING AGE that the commission has taken the position that addition of a larger number of employes at one time would preclude proper training. Under FTC's plan, about 100 additional employes would be added to the staff during the coming year, and similar expansions would be carried out during each of the one or two succeeding years.

▪ The Food & Drug Administration was awarded $16,852,000 in the budget, compared with $13,800,000 in 1960 and $10,917,000 two years ago.

▪ The President renewed pressure for congressional action on several technical measures sought by the anti-trust division of the Department of Justice to close loopholes in the anti-trust laws. He recommended a $260,000 budget increase for the Justice Department's anti-trust division, to bring employment to 539 persons, an increase of 60 in a two-year period.

Agriculture Marketing Service got a $285,000 increase for tougher enforcement of the Packers & Stockyards Act, involving marketing of meat, and Securities & Exchange Commission was up $800,000, partly for more aggressive policing of "bucket shop" stock operations. #

Shure Appoints Rohrbach

Appointment of Donald P. Rohrbach as manager of marketing research has been announced by Shure Bros., Evanston, Ill., manufacturer of microphones, phonograph cartridges and electronic components. His duties include sales forecasting, exploration of new markets and products and internal liaison on new product activity. Mr. Rohrbach previously held marketing positions with Ekco-Alcoa Containers, Motorola Inc., Westinghouse Electric Corp. and General Electric Co.

Ruder & Finn Opens Abroad

Ruder & Finn, New York public relations company, will open an office in Geneva, Switzerland, on April 1. The company's first foreign office will be headed by Richard E. Walker, who joined Ruder & Finn last year after serving as New York representative for CAMA, a network of European advertising agencies.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER

HOW TO MAKE AN ADVERTISEME
(A TRUE STORY)

Copy Chief: "Gang! Here's a real *opportunity!* The 35th Birthday of NL&B! On this momentous occasion we should bust out in print with a real *blockbuster* house ad about ourselves, our history, our traditions, our clients and all that kind of jazz . . ."

Copy Chief: "What a Challenge! I can see it now! Fresh! Exciting! Brilliant! Just the way we are! A 'fountain' (to quote a compliment) of *creativity!*"

Copy Writer: "Phooey on this awards stuff. Our real story is that these ads sell *goods!* Now here's an all-type ad that talks about the successful products we've helped launch . . . like Pride furniture polish and Parkay Margarine. And about the big sales gains we've helped chalk up for clients like Renault . . . Lever . . . Campbell's . . . Massey-Ferguson . . . etc. The title is: 'To Market! To Market! For 35 years!' "

Art Director: "Get this—it's a gasser! Everybody's worked up right now about trickery and deceit. And we make a big point of honesty and integrity. No shady claims. Won't even handle an objectionable *product!* Let's have an ad with a picture of Diogenes. And the heading says: 'Diogenes—you'll find him *here!*' "

NL&B NEEDHAM, LOUIS and BRORBY (35 years young) DOES ADVERTISING FOR THE FOLLOWING: U. S. COMPANIES S. C. Johnson & Son, Inc. Kraft Foods, Division of National Dairy Products Corporation Wieboldt Stores, Inc. State Farm Insurance Companies The Peoples Gas Light and Coke Company Morton Salt Company Cummins Engine Company, Inc. Household Finance Corporation Monsanto Chemical Company Campbell Soup Company Scovill Manufacturing Company Worthington Corporation Lever Brothers Company Massey-Ferguson Inc. International Minerals & Chemical Corporation American Smelting and Refining Company Renault, Inc. Peugeot, Inc. Oklahoma

McMillan Named President of Chambers, Wiswell Agency

Robert L. McMillan, formerly vp for consumer marketing, Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, has been named president of the agency, succeeding Benjamin Shattuck, who has retired but will continue as a marketing consultant.

J. Nelson Clifford, formerly vp for industrial marketing, has been elected exec vp and chief administrative officer; Byron C. Wiswell, treasurer, has been named account manager on consumer products. Valentine Hollingsworth Jr., was named in charge of industrial-commercial marketing; Robert D. Hall, technical products marketing; David M. Guinee, account executive; Donald H. Edgemon, publicity director for consumer products, and Richard D. Brugman, chairman of the consumer plans board.

LaChoy Promotes Swaney

Gordon Swaney, sales promotion and marketing manager of LaChoy Food Products, Archbold, O., has been appointed to the newly created position of director of sales and marketing. He will assume the duties formerly held by William P. McCarthy, who was transferred to Gebhardt Chili Powder Co., San Antonio, as exec vp and general manager. LaChoy and Gebhardt Chili are divisions of Beatrice Foods, Chicago.

Corcoran Heads New Unit

The Equitable Life Assurance Society of the U.S. has announced that its advertising and publications department and the press relations department have been merged. The combined organization will be headed by Charles R. Corcoran, vp.

NT ABOUT YOUR 35th BIRTHDAY

3

Art Director: "This is a brain—see? A picture of *our* brain! It's divided into little compartments like 'Creative Ingenuity' . . . 'Research Mindedness' . . . 'Marketing Savvy' . . . 'Plane Catching' . . . etc. . . . etc. It proves we believe in complete, well-rounded service. *Everything* a client needs!"

4

TV-Radio Writer: "The big news is the prize-winning ads and commercials we've been turning out for clients like Morton, Renault, Kraft, Oklahoma, Massey-Ferguson, HFC, State Farm, Hertz, Johnson's Wax . . . etc. More awards last year than we could count! Let's show a big picture of Maurice Needham in a general's uniform (he'll eat it up). With ribbons all over his chest. And the heading says—get this: 'WHAT'LL YOU HAVE . . . BLUE RIBBONS?'"

7

Copy Writer: "I hear we're going over 40 million in billing this year. So let's *brag* a little! My idea is, let's stage the steady climb we've had. We'll have a big picture of MHN dressed in mountain-climbing gear. The copy says, 'When you get this far up . . . and look down, you know two things for sure: You couldn't have made too many missteps on the way . . . and this is no time to start!'"

8

Mailroom boy: "How about this?"

HAPPY BIRTHDAY TO US!

Oil Co. The Hertz Corporation Mars, Incorporated **CANADIAN COMPANIES** S. C. Johnson and Son, Limited State Farm Insurance Companies Kraft Foods Limited Household Finance Corporation of Canada Lever Brothers Limited Canadian Industries Limited Thomas J. Lipton, Limited Philips Electronics Industries Limited Massey-Ferguson Limited **NL&B OFFICE ADDRESSES ARE:** Prudential Plaza, Chicago, Illinois 730 Fifth Avenue, New York, New York • 9130 Sunset Boulevard, Hollywood, California • 121 Richmond Street West, Toronto, Ontario, Canada

Rootes Motors Buys 'Hitler's Secret Life' Documentary

NEW YORK, Jan. 26—Rootes Motors will sponsor "The Secret Life of Adolf Hitler," an hour documentary, on WPIX, New York, and KTTV, Los Angeles. The New York premiere of the show being syndicated by independent station WPIX will be Feb. 25 at 8:30 p.m., EST, while the Los Angeles date is yet to be announced.

Although many American advertisers were attracted by the show's prestige value, they felt the topic was still too unpleasant for sponsorship, according to WPIX. The English car maker, however, was sold on the idea it would be performing a public service by presenting this film from the files of history.

■ The show is one of three documentaries being syndicated by WPIX. The others are "Russian Revolution" and "Cold War—Berlin Crisis." In addition to Los Angeles, the Hitler film has been sold to stations in 10 other markets.

"The Secret Life of Adolf Hitler" deals with the dictator's public and private life, including some original soundtracks and some film clips from the private collection of Hitler's companion, Eva Braun.

The Rootes commercials will feature the company's full line of 1960 models—the Hillman, Humber, Sunbeam and Singer. The agency is Erwin Wasey, Ruthrauff & Ryan. #

Brown & Bigelow, Standard Packaging Plan Merger

Negotiations for a merger agreement between Brown & Bigelow and Standard Packaging Corp., New York, have been authorized by the boards of directors of their respective companies.

Standard Packaging is an integrated manufacturer of packaging products and paper consumer items. Brown & Bigelow, ad specialty company, is the largest manufacturer of advertising calendars in the world.

KUSN Names Venard, Rintoul

KUSN, St. Joseph, Mo., formerly handled by John E. Pearson Co., has appointed Venard, Rintoul & McConnell its national representative.

HE CAN HELP YOU

If you're looking for fast
Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Bell & Howell presents the
ZOOMATIC!
Greatest advance in movie cameras since Bell & Howell originated the Electric Eye!
Bell & Howell first in ZOOM PROJECTORS, too!
Bell & Howell

ZOOMATIC—*Bell & Howell Co., Chicago, will introduce its new Zoomatic 8mm electric eye movie camera with spreads in the February issues of Better Movie Making, Camera 35, Holiday, Modern Photography, National Geographic, Popular Photography and U.S. Camera. McCann-Erickson is the agency.*

Klein, Randolph to Rader

David R. Klein, who formerly operated an agency under his own name in New York, has joined Kenneth Rader Co., New York, bringing with him Randolph Associates, New York savings plan and investment counsel. Randolph will use newspapers and radio in eastern and midwestern cities.

Reid Heads GE Unit

Ralston B. Reid has been elected president and general manager of the Maqua Co., Schenectady, a General Electric affiliate. In addition to his new responsibilities Mr. Reid will continue to serve as manager of the advertising and sales promotion department of General Electric's apparatus sales division.

Black, Little to Plug Oil

The Oil Heat Council of New Jersey, Newark, established in 1958 to promote the use of oil for heating, has appointed Black, Little, of Newark, as its agency. Gotham-Vladimir, New York, formerly handled the council's advertising.

Coming Conventions

Feb. 5. Advertising Federation of America, midwinter conference, Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 7th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Bolling Promotes Two

Morton A. Barrett, previously director of the research and sales development department at the Bolling Co., New York, radio-tv station representative, has been promoted to vp and Chicago office manager, replacing John Stebbins, who resigned. Nina Flinn, who had been Mr. Barrett's assistant, has been named to head research and sales development.

CNP Promotes Schlosser

Herbert S. Schlosser, an attorney who had been in charge of legal affairs at California National Productions, New York, tv film distributor, has been appointed vp and general manager of the company in a realignment of managerial duties. H. W. Keever, who had held the title of vp and general manager, has been named vp in charge of sales.

'Woonsocket Call' Names Rep

The *Woonsocket Call* has appointed Johnson, Kent, Gavin & Sinding Inc. as the newspaper's national representative.

CONVENTION CIRCULATION: 10,000 AND SPECIAL MAILING OF 6,000

SHAMIE PUBLICATIONS

GROCER-GRAPHIC
YANKEE GROCER
GROCERS' SPOTLIGHT
MICHIGAN AND NORTHERN OHIO EDITIONS

SMI CONVENTION EXTRA

MAY 2, 1960

FOR UNIQUE COVERAGE OF THE SMI CONVENTION CALL SHAMIE PUBLICATIONS

New York
LEXINGTON
2-3045

Detroit
WOODWARD
1-7554

Cleveland
SUPERIOR
1-2654

Boston
HANCOCK
6-7933

Harker - Husted - Coughlin, San Francisco — GArfield 1-2481
Harker - Husted - Coughlin, Los Angeles — DUnkirk 7-2328

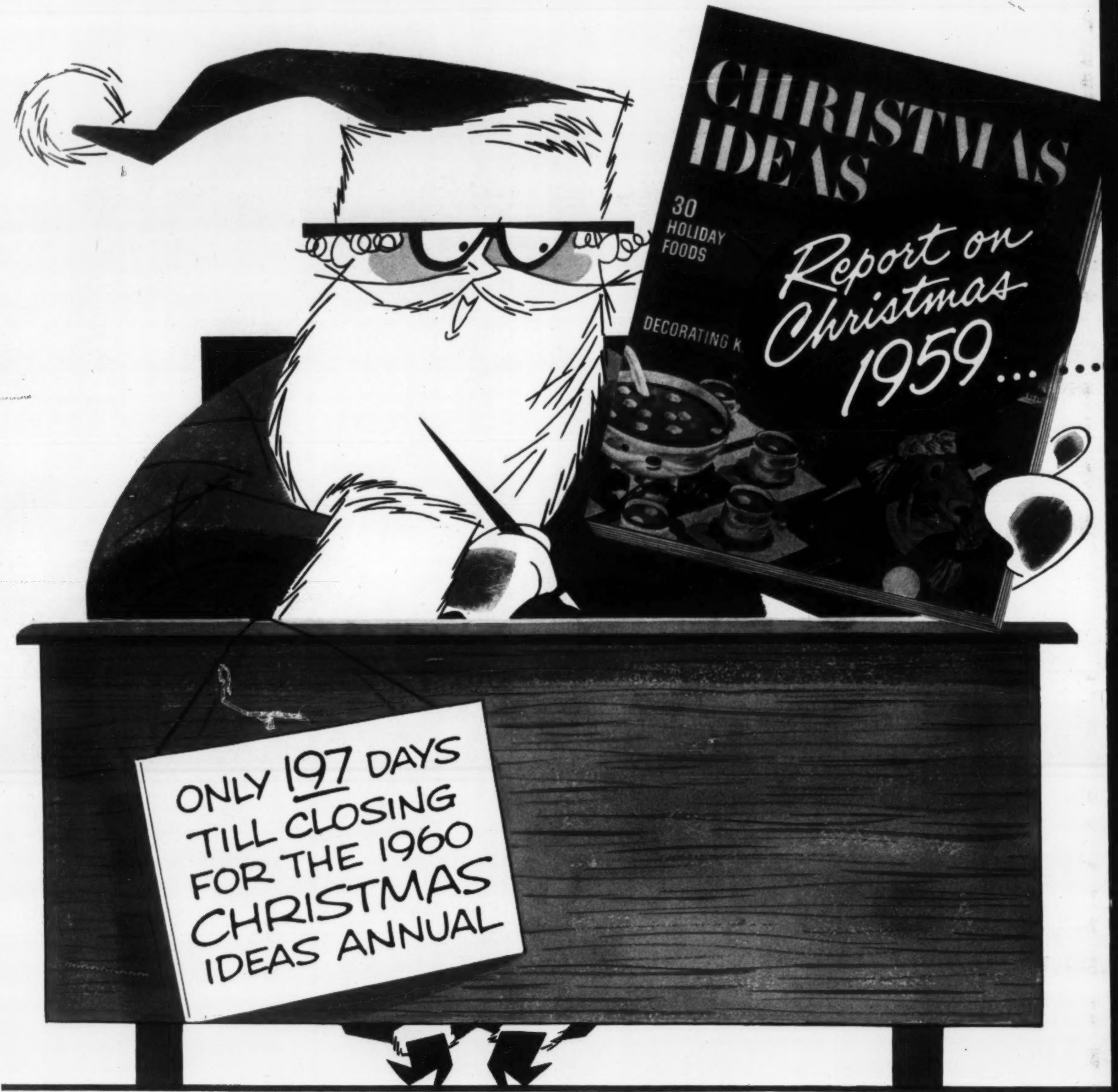
CALL COLLECT

ISSUE DATE
MAY 2
COPY DEADLINE: APRIL 25

SHAMIE PUBLISHING CO. • 3 EAST 40th ST. • NEW YORK 16, N. Y.

New York is the top of the world.

Everybody's world. New York is 5 million families—growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.


CHRISTMAS IDEAS
30 HOLIDAY FOODS
DECORATING K
Report on Christmas 1959...
ONLY 197 DAYS TILL CLOSING FOR THE 1960 CHRISTMAS IDEAS ANNUAL

Scheduled for 1960—
Six potent sources of ideas and
sales power for advertisers...

Better Homes & Gardens
HOME IMPROVEMENT IDEAS
for 1960 ...room remodeling news
39 materials for your walls, floors
Finishing attics

Closes: June 15, 1960
On Sale: August 18, 1960
Rate Base: 165,000

Better Homes & Gardens HOME FURNISHINGS IDEAS for 1960

Closes: July 15, 1960
On Sale: September 20, 1960
Rate Base: 475,000

MEREDITH OF DES MOINES...

650,000*

people paid $1.25 at the newsstand for the 1959 BH&G Christmas Ideas Annual

***That's $812,500 – more than was spent at the newsstand for any issue of any monthly magazine throughout the year!**

What's the buy-word that makes so many homemakers (74% are home*owners*) pay cash at the newsstand for BH&G Christmas Ideas Annual? It's the quantity and quality of ideas it offers. Page after page of *specific* ideas—new ways to decorate at home, club or church, new things to make and give for gifts, new holiday recipes to try. In this atmosphere of happy activity, readers and advertisers both benefit. Every idea-filled page helps create new sales, because the people who read BH&G Idea Annuals can afford to buy and they're ready to spend. For further details on how to harness this specialized brand of BH&G idea-power, see your BH&G representative.

CHRISTMAS IDEAS 1959
30 HOLIDAY FOODS
DECORATING KITS

Closes: August 15, 1960
On Sale: October 20, 1960
Rate Base: 600,000

Better Homes & Gardens
KITCHEN IDEAS for 1960

Closes: October 14, 1960
On Sale: December 20, 1960
Rate Base: 225,000

Better Homes & Gardens HOME BUILDING IDEAS 1960

Closes: November 15, 1960
On Sale: January 20, 1961
Rate Base: 185,000

Better Homes & Gardens
GARDEN IDEAS for 1960
Complete

Closes: December 15, 1960
On Sale: February 18, 1961
Rate Base: 135,000

America's biggest publisher of ideas for today's living and tomorrow's plans

German Agency Advertises

Markenwerbung K. G., German advertising agency headquartered in Hamburg, has begun an ad campaign in the U.S., seeking new business. The agency, which already works for Colgate-Palmolive, is running an ad in the February *Fortune* offering U.S. manufacturers a free market report on the sales possibilities of their products in Germany.

JUST ASK FOR MARIE . . .
Call WAbash 2-86551

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Container Names Brooks

Container Corp. of America, Chicago, has appointed Lowell H. Brooks midwest sales manager of its specialty division. Mr. Brooks joined the company in 1946 in Chicago, was then transferred to the sales organization in Rock Island in 1953; in 1957 he returned to Chicago to join the specialty division.

R. L. Polk Names Fry, Buda

R. L. Polk & Co.'s direct mail division has named Norman Fry general sales manager and Michael K. Buda general production manager. Mr. Fry, a direct mail division vp, has been manager of national sales for the past four years. Mr. Buda was formerly manager of Detroit production operations of the division.

ONLY IN CHESTERFIELD...
BIG CLEAN TASTE of top-tobacco end to end
now!
AIR-SOFTENED by new top-porosity paper!
They Satisfy!
Chesterfield KING
BEST TASTING SMOKE IN THE U. S. A.!

NEW CAMPAIGN—*Liggett & Myers Tobacco Co. has launched a new campaign for Chesterfield king cigarets. Newspapers are being used in 70 markets; ads will break in Life, Look and The Saturday Evening Post; and four evening shows on ABC-TV are being used. McCann-Erickson is the agency.*

Election Year Means Gains for Want Ads: 'Trend'

PHILADELPHIA, Jan. 26—The favorable outlook for help wanted ad volume in 1960 is in no small way related to 1960 being a Presidential election year, according to "Help Wanted Trend," published by B. K. Davis & Bro. Advertising Service, Philadelphia.

Records since 1934 show, "Trend" points out, that Presidential elections almost always are preceded by a year and one-half of gains in placement of help wanted ads in newspapers—and almost always followed by a one or two-year fall-off.

■ The 1959 record and the predictions for 1960 conform to this pattern, "Trend's" Jan. 15 issue says. The total ad count in 1959 was 9,588,859, up 41% over the 1958 figure of 6,809,570, the report says. It predicts that the 1960 ad count will hit 10,801,500. If borne out, this would make 1960 the best year for help wanted ads since the war-influenced 1945 record of about 12,800,000 ads.

The 1959 record, reflecting a continuing recovery from the preceding year's recession, shows help wanted ads hit high tide in May, when the ad placement volume was 54% higher than in May, 1958. The ad volume was slightly lower in June, but the percentage of gain over the previous year was 56%—highest percentage gain of any month of the year. #

Shirley Farnum Opens Offices

Shirley Hilts Farnum has opened her own specialized food service company, Food Advertising Consultants, with offices at 1615 Cherokee Ave., Hollywood. Mrs. Farnum formerly was a senior home economist at Mercedes A. Bates Advertising Food Consultant, also in Hollywood.

Hansen-MacPhee to Ingalls

Hansen-MacPhee Engineering Co., Bedford, Mass., New England distributor of Volkswagen, has appointed Ingalls Associates, Boston, to handle regional advertising for VW cars and trucks.

Alexander Names Goodman

M. & A. Alexander Productions, Hollywood, tv and motion picture producer, has named the Goodman Organization, Los Angeles, to handle advertising and public relations.

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1959 billings information for ADVERTISING AGE's 16th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 560 agencies, including all agencies billing $5,000,000 or more in 1958.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

Nets Set Joint Plan for Cultural TV

NEW YORK, Jan. 26—Recently FCC Chairman John C. Doerfer suggested that 7:30 to 8 p.m., Monday through Friday, become tv's public service half hour, with the three major networks rotating as suppliers of most of this cultural programming. Under his proposal, stations would fill part of the time, with regular series of local community interest.

Last week the three networks gave their answer to Mr. Doerfer's call for prompt, definitive action to meet the oft-repeated criticism that television does not devote enough prime time to cultural, educational and informational fare.

■ This is the gist of what ABC, CBS and NBC promised after a series of meetings with Mr. Doerfer: each will schedule, with programs and time periods to be announced later, two weekly half hours or one weekly hour of prime time cultural programming. Once every third week, a half hour of this time will be made available to affiliates for their own special programs. This joint network plan will go into effect the second week of November, after the Presidential election. #

Friend-Reiss Adds Hawthorn

The Hawthorn Books division of Prentice-Hall, New York, has appointed Friend-Reiss, New York, to handle its advertising. Previously, the account was split between two New York agencies: Albert Frank-Guenther Law handled mail order; Franklin Spier Advertising handled the remainder.

Walter Smith Opens Offices

Walter Patrick Smith has opened an advertising and merchandising service agency, Walter Patrick Smith & Associates, with offices at 260 Kearny St., San Francisco. Mr. Smith was formerly national sales promotion manager of Tidewater Oil Co.

Shand & Jurs Names Pacific

Shand & Jurs Co., Berkeley, Cal., producer of tank fittings and controls, has appointed Pacific Advertising Staff, Oakland, to plan and direct its advertising. The account was formerly handled by L. C. Cole Co., San Francisco.

Inland Bed Names Hartmann

Inland Bed Co., Chicago, has appointed Henry H. Hartmann a vp. Mr. Hartmann, who joined the company in 1949, has been advertising and sales manager for several years.

Watson to Guerin, Johnstone

W. Wayne Watson has joined Guerin, Johnstone, Jeffries, Los Angeles, as an account executive. Mr. Watson was formerly an account executive of Perrett Co.

Streater Store to Graves

Streater Store Fixtures, Spring Park, Minn., has appointed Graves & Associates, Minneapolis, to handle its national and regional advertising.

Reddi-Wip in Canada to K&E

Western Hemisphere Corp. has named Kenyon & Eckhardt Ltd., Toronto, to handle advertising for Reddi-Wip in Canada, effective March 1. Last May, K&E picked up the Top-Wip portion of this account in Canada and in the U.S. from D'Arcy Advertising Co. (AA, May 25, '59). North Advertising has handled Reddi-Wip advertising in the U.S. since Jan. 1.

Snyder Adds Two

Robert Snyder & Associates, Chicago, merchandising display company, has named Sigmund F. Purwin director of display and H. A. Hutchinson Jr. display manager. Mr. Purwin formerly was vp and art director of W. L. Stensgaard Associates; Mr. Hutchinson was creative director of Rapid Mounting & Finishing Co.

NBC-TV Appoints Two

James G. Hergen, formerly director of participating program sales of NBC-TV, New York, has been appointed to the new post of director of daytime sales. Robert W. McFadyen, previously director of sales development, has been given the new title of manager of daytime sales.

Webster Boosts Bennett

Warren Webster & Co., Camden, N. J., has appointed Don F. Bennett assistant vp of marketing. Mr. Bennett has been with the company for 18 years and has held executive positions in sales and marketing.

Transmission to Gallagher

Transmission Rebuild Co., San Francisco, has appointed John N. Gallagher Advertising, San Francisco, to handle its advertising.

For Over 75 Years—
an acknowledged national and international authority on guns, shooting and hunting. Over 360,000 circulation, including 12,000 foreign.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

IMPACT!

25 OUT OF 25

EL PASO'S TOP 25 SHOWS ARE ALL ON KROD-TV—NIELSEN (NOV. 1959)

25 out of the top 25! That's **domination** in any market. But that's not all. Nielsen also ranks KROD-TV first in 431 of 481 rated quarter-hours — 89.605% of the time. And ARB (July 1959) shows that KROD-TV delivers the biggest share of audience in America in markets of 3 or more stations — 57.8%. KROD-TV is the **must** station in a rich **must** market.

4 CBS
KROD-TV
EL PASO, TEXAS

The TV Buy

KROD-TV KVII-TV KOSA-TV
EL PASO AMARILLO ODESSA-MIDLAND
3 OUT OF TEXAS' TOP 4
BIG "SPENDABLE INCOME" MARKETS
C. S. I. per Household by Metropolitan Areas*

*Consumer Spendable Income from Standard Rate & Data, Nov., 1959

1. Odessa-Midland	$7,349
2. El Paso	6,629
3. Wichita Falls	6,536
4. Amarillo	6,522
5. Galveston	6,439
6. Lubbock	6,387
7. Dallas-Ft. Worth	6,373
8. Houston	6,368

3 QUALITY STATIONS QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a Trigg Vaughn Station
KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND

News from inner space— Big space gain is only a part of Family Circle's

ACTIVISM!

1st Quarter—
advertising
pages up 28%
TATHAM-LAIRD
J. WALTER THOMPSON COMPANY
FOOTE, CONE & BELDING
BENTON & BOWLES
D'ARCY ADVERTISING COMPANY
Needham, Louis and Brorby, Inc.
YOUNG & RUBICAM Inc., 333 No. Michigan Avenue, Chicago
SPACE CONTRACT
N · W · AYER & SON · INCORPORATED
LEO BURNETT COMPANY · INC.
McCANN-ERICKSON
Dancer-Fitzgerald-Sample Inc.

1960's off to a big start with record first-quarter advertising gains: up 28% in pages, 38% in revenue! Circulation for the last three months of '59 averaged 5,700,000 (Pub. Est.)—700,000 over our 5-million guarantee! And all this is part of ACTIVISM.

But ACTIVISM is not just growth, not just success. It is the whole spirit of Family Circle's total performance—ACTIVISM within the magazine itself, at thousands of check-out counters, and in millions of women who do things and buy things because of Family Circle. *This* is ACTIVISM—why not put it to work for you in the "soaring sixties"?

Family Circle
10¢

FAMILY
CIRCLE
IS
ACTIVISM!

...the dynamic new concept of total magazine performance!

Consistent Ad Use Made Pall Mall Leader

(Continued from Page 3)

elegant. Pall Mall is a class cigaret for the masses.

Pall Mall has even survived what marketers would consider an insuperable handicap—a name pronounced by the company and its advertising quite differently from the way it's pronounced by the customers. "Pell Mell," the company says determinedly, and "Paul Maul," say the smokers and the supermarket clerks and counter men. It doesn't seem to make any difference to Big Red's sales.

Pall Mall has survived a suspension of promotion (during the wartime cigaret shortage). It has survived being imitated (in 1952 a rash of king-size cigarets hit the market). It has survived the big swing to filters (which now account for more than half of all domestic smoking). And it survived being second string for years to Lucky Strike in its parent company, American Tobacco.

■ What accounts for Pall Mall's success? American Tobacco men seem vague on the point. "The product," they say. "The blend is right." They mention the package, which Raymond Loewy considered perfect ("I wouldn't think of redesigning it").

What may be the secret of Pall Mall's success is simple consistency. It has used markedly similar copy and themes for 20 years. It has had only two advertising managers—Bob Barnes and, since 1947, Alan C. Garrett—from its launching.

It has the same agency team at Sullivan, Stauffer, Colwell & Bayles that handled the brand in the early '40s at Ruthrauff & Ryan. (The first agency on Pall Mall was Young & Rubicam; for the circumstances that surrounded its departure, see below.)

Alan Garratt

And it has the interest of the boss—American Tobacco president Paul M. Hahn, who was president of American Cigarette & Cigar before he moved into the top spot in the company, and his dedication to the fortunes of Big Red was an important factor in its rise.

■ What most people don't know about Pall Mall is that it is one of American's oldest brands. Pall Mall appears in jobber ads of 1906, as a Turkish cigaret, including some in "the king's size"—which then was an imitation of the finger-thick, long cigarets associated with the Romanovs. The cigaret takes its name from Pall Mall, the promenade skirting St. James Palace, in London, which was noted for its exclusive clubs.

Its history in the market is part of the legend of George Washington Hill, the irascible, brilliant and domineering man who created cigaret advertising's tremendous impact.

Paul M. Halin

G. W. Hill

In 1907, when American acquired Butler-Butler, a minor New York company, he moved into Pall Mall with typical vigor. He labored over the package, set the red color which was to be so distinctive, supervised its advertising (it was perhaps the first cigaret to appear in color on back covers of magazines) and he gave it its class appearance and snob appeal—"a shilling in London, a quarter here." He was eager for new ideas (see the Lennen story below), and he was a realist.

■ In 1916, the care lavished on Pall Mall seemed wasted. It was a Turkish cigaret, and Turkish cigarets were slowly losing market to the burley and bright blends. There had to be a new American Tobacco brand, Lucky Strike. And it was to occupy the center of the company's stage—and to dominate Mr. Hill's thinking—for the next two decades.

In the '30s Pall Mall was available in some 13 different sizes and shapes, all boxes in the distinctive red, and gold-crested. In 1936, the cigaret was reintroduced as a "modern blend," standard-size, in a cup package, with less Turkish leaf and no flavoring. It did reasonably well, and 600,000,000 cigarets were sold in 1939.

In that year, Pall Mall was converted to "modern design"—king size, or 85mm length. The size was dictated by the excise tax structure, which defined small cigarets as those weighing not more than 3 lbs. per 1,000. It compares with the standard 70mm cigaret, has about 17% more tobacco and is correspondingly more expensive to make and less profitable to sell than standard size.

■ Over the years it was to get *proportionately* less advertising for these reasons. It is now, and has been for some time, the No. 1 brand in American's advertising.

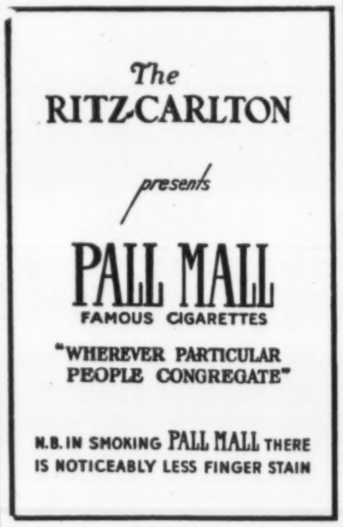
In 1940, Paul M. Hahn moved into the presidency of American Cigarette & Cigar Co., and the story of Pall Mall really began.

On a Silver Salver

Pall Mall's introduction in 1939 was calculated to warm the unassailable heart of the snob. It required a sampling of some 497 hotels and restaurants in this country. It took 75 salesmen to conduct the campaign and keep the headwaiters properly indoctrinated.

When a customer asked for cigarets, he was presented with a pack of Pall Malls on a silver salver, along with a card. This set the tone of the introduction, as did ads which showed the pack, a tablepiece or lighter, and a copy line which read, "The Waldorf-Astoria (or the Drake or Mark Hopkins) suggests Pall Mall famous cigarets . . ."

Later the company went into its group leadership campaign. It sampled presidents and vice-presidents of corporations, then sold them seven cartons and gave them seven cartons, which was then calculated as six months' supply. Checking, the company discovered an interesting fact about loyalty and imitation. Of the group, 93% still smoked Pall Mall. So did 35% of their subordinates, who had switched from other brands to smoke what the boss smoked.

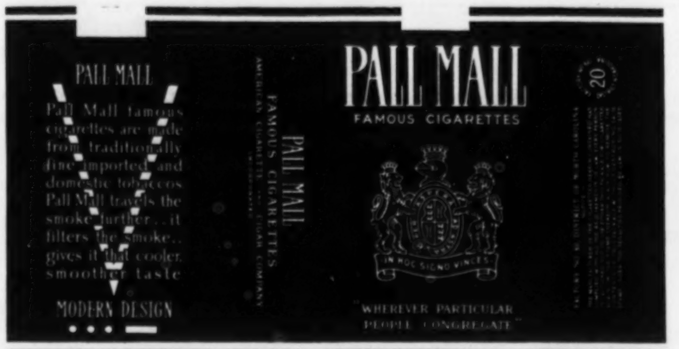


The
RITZ-CARLTON
presents
PALL MALL
FAMOUS CIGARETTES
"WHEREVER PARTICULAR PEOPLE CONGREGATE"

N.B. IN SMOKING PALL MALL THERE IS NOTICEABLY LESS FINGER STAIN

CLASS SELL—*Cards like this were used in leading hotels to accompany a pack of Pall Mall—on a silver salver—when a customer asked for cigarets. Nearly 500 hotels were sampled this way.*

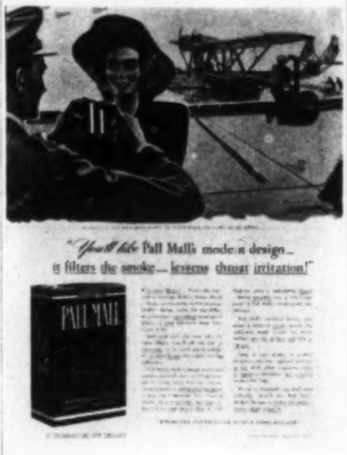
■ In 1940, Pall Mall had done well enough to attract king-size competition—Dunhill, from Philip Morris, and Herbert Tareyton, from the American Tobacco stable. It sold something like 4 billion cigarets and moved into eighth place.



PALL MALL
Pall Mall famous cigarettes are made from traditionally fine imported and domestic tobaccos. Pall Mall travels the smoke further . . . it filters the smoke . . gives it that cooler, smoother taste
MODERN DESIGN
PALL MALL
FAMOUS CIGARETTES
AMERICAN CIGARETTE AND CIGAR COMPANY
PALL MALL
FAMOUS CIGARETTES
IN HOC SIGNO VINCES
"WHEREVER PARTICULAR PEOPLE CONGREGATE"
20

WARTIME—*During World War II, pack blossomed forth with a white V and Morse code signs. Pall Mall's famous package also switched from gold printing to white.*

In 1940, a shift from class to mass was proposed, and out of it grew the "modern design" campaign, in which American airmen, soldiers and sailors compared the lengths of cigarets. At the same time, the company swung savagely to radio spot, with the famous beep-beep-beep commercial and "On the land, on the sea and in the air" became a household headache.



"You'll like Pall Mall's modern design . . it filters the smoke . . lessens throat irritation!"
PALL MALL

PRE-WORLD WAR II—*This "modern design" ad ran in magazines in 1941.*

To those apostles of the Hill school of vigorous self-expression, it was a memorable campaign. It amounted to nearly 4,500 spots a week; it cost a modest $1,500,000. And it moved sales up to 4.8 billion and put Pall Mall in seventh place. The brand was to stay seventh through 1943, although its sales rose to 6.5 billions.

■ Its package was modified during the war years—the gold became white, and a white V blossomed on the back of the pack. In 1944, advertising was suspended, not to be resumed until 1946, when it came back. Y&R, which had acquired the account in 1939, gave way in 1940 to Ruthrauff & Ryan, which in turn was replaced in 1947 by Foote, Cone & Belding. On Good Friday, 1948, American Tobacco elected to follow its advertising agency team from Ruthrauff & Ryan to Sullivan, Stauffer, Colwell & Bayles, and the big push was on.

In 1946, one in eight cigarets was king-size; in 1950, one in four. By 1958, the company figured Pall Mall was second among U. S. brands and had more than 60% of the king-size market. Last spring the company noted that *Vend* had found Pall Mall was the leading brand in vending machine sales. In 1958 its sales hit 91% of Camel's sales volume, and last year it scored a break-through to the top.

Advertising: No Gimmicks

American Tobacco men say rather self-consciously that the cigaret represents "a product concept, not a gimmick concept." Much emphasis is placed on the blend. The phrase "Outstanding—and they are mild," and its companion explanation that Pall Mall's greater length "travels the smoke further" go back almost to its introduction. At various times, the company has made much of the bulking of Pall Mall tobaccos, which helps to make the blend mild.

At two points along the way the cigaret has used claims which were unusual. Early in its career, it was claimed that Pall Mall produced notably less finger stain—presumably because its devotees didn't smoke to as short a stub as did smokers of regular cigarets.

And in 1949, it had a campaign called "Guard against throat scratch." Recent advertising stated that Pall Mall had no "flat filtered-out flavor" and that "for flavor and mildness fine tobacco filters best."

In recent years, oblivious of some intra-industry chaffing, it has listed as a Pall Mall advantage that "you can light either end."

■ The media pattern of the advertising is fairly standard. About 54% goes into television; 20% into radio (Pall Mall hasn't forgotten its heartening experience in 1940-'41, when it actually used more radio spots than Pepsi-Cola), 20% in magazines and newspapers.

In magazines it uses Pall Mall red ("We keep jacking them up about that color—we want it exactly right and they know it"). In newspapers, Pall Mall has used b&w for at least six years. "R.o.p. color," says Allan Garratt succinctly, "isn't consistent; it can't reproduce Pall Mall red."

In general the Pall Mall pitch has been altered very little. Almost never has it been altered radically. And, in fact, few of the campaigns are memorable. The military series, with soldiers checking lengths is one—and even it may owe its niche in memory to the cartoon in *The New Yorker* which showed Hitler measuring a king-size cigaret with a regular for Mussolini's benefit, with the explanation that "it means something in the American army."

Certainly the Hill shockers like "Reach for a Lucky instead of a sweet"; "Nature in the raw is seldom mild"; "Lucky Strike green has gone to war" and "LSMFT" were never transferred to Pall Mall. Its promotion has been quite restrained.

The Agency Picture

Some great agency men have figured in Pall Mall's success story.

There's the anecdote about the late Phil Lennen, who was told by a magazine representative named Howard Ruggles that George Washington Hill had promised $100,000 in space if he could come up with a good selling idea for the brand. Mr. Ruggles asked Mr. Lennen for help.

One night, at the College Inn in Chicago's Sherman Hotel, Mr. Lennen decided to impress his guests and asked the waiter to "Bring

Pall Mall Ad Time Table

Advertising	Started
Hotel sponsored sampling	September, 1939
"Distinguished" series	January, 1940
Finger stain theme	March, 1940
"Modern Design"	March, 1941
"Gracie Fields Victory Show"	October, 1942
Ripley's "Believe It or Not"	January, 1944
Frank Morgan as "The Fabulous Dr. Tweedy"	October, 1946
"The Big Story"	April, 1947
"Guard Against Throat Scratch"	June, 1949
"Doorway to Danger"	July, 1953
"The Best in Mystery"	
"Where's Raymond?"	September, 1953
"Reward Yourself" theme	August, 1954
"Douglas Edwards With the News"	September, 1954
"Make Room for Daddy"	January, 1955
"Pall Mall Playhouse"	July, 1955
"Million Dollar Movie" (tv spots)	October, 1955
"Famous Film Festival" (tv spots)	February, 1956
"MGM Parade"	July, 1956
"Buddy Hackett Show"	September, 1956
"Navy Log"	October, 1956
"Tales of Wells Fargo"	March, 1957
"M-Squad"	September, 1957
"How to Marry a Millionaire"	October, 1958
"Silent Service" (tv spots)	
"Decoy" (tv spots)	
"World Series Warm-Up"	October, 1959

THE LEADER

During 1959....
for the second consecutive year,
the POST-DISPATCH
published *more*
GENERAL ADVERTISING
than any other
evening and Sunday
newspaper in the entire
United States
or Canada

SOURCE: MEDIA RECORDS

ST. LOUIS POST-DISPATCH

FIRST IN ADVERTISING FOR FIFTY-NINE CONSECUTIVE YEARS

A Member of

MILLION MARKET NEWSPAPERS, Inc.

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

me a pack of your finest cigarets." The waiter came back with Pall Mall. Mr. Lennen, then a cigar smoker who paid scant attention to cigaret brands, was startled.

Philip Lennen

He moved his party on to a number of other spots that night and always ordered "the finest cigarets." Pall Mall turned up eight out of ten times. (This was not unnatural, for Pall Mall sold at the then-luxurious price of 25¢, and the Lennen party was visiting luxurious places.)

Mr. Lennen next had some roughs prepared. These showed a red pack on a silver salver, the brand name obscured by a white evening glove. The headline said, "Don't argue with quality—just ask for the best."

George Washington Hill bought the idea; Mr. Ruggles got his advertising space; Mr. Lennen received $1,000. Pall Mall used the pack on the silver salver for a long time.

■ When Ray Rubicam and Young & Rubicam came into the picture, George Washington Hill contributed the slogan, "Pall Mall travels the smoke further," a line still in use. This developed when the brand went king-size.

Young & Rubicam, which first got American's Half-and-Half tobacco business, was a little reluctant about the Pall Mall account because Mr. Rubicam felt the agency could not long see eye to eye with George Washington Hill, an exacting and sometimes eccentric client.

Raymond Rubicam

Mr. Rubicam recalls that Mr. Hill's "advertising philosophy was to sell by irritation." And that was not Y&R's philosophy. The chant of the American Tobacco auctioneer, in Mr. Rubicam's opinion, was possibly the most irritating single thing in advertising. Nor did he like "Spit is a horrid word" nor "Reach for a Lucky instead of a sweet."

■ After Y&R resigned, Pall Mall moved to Ruthrauff & Ryan. Here the brand gained a copy line that George Washington Hill thought was great. It added to "travels the smoke further," these words, "get rid of heat and bite on the way."

"That," chortled Mr. Hill, "puts the pants on the copy!"

Another creation of R&R's that met Mr. Hill's approbation was "Modern design makes the big difference—on the land, on the sea and in the air."

Thousands of dollars were spent perfecting the sound effects for the radio commercials. Incidentally, it was Pat Weaver, now head of McCann-Erickson Corp. (International), who suggested the "beep-beep-beep" of a destroyer whistle. This was a commercial heard 4,490 times a week—until it had to leave the air in World War II because it sounded too much like an air raid warning.

■ When Sullivan, Stauffer got the account, on Good Friday, 1948, it was handled by Don Stauffer, Heagan Bayles and Bill Spire. These men had worked on Pall Mall at R&R. At Sullivan, Stauffer, the team added Bob Colwell, who came from J. Walter Thompson Co. When Mr. Spire left the agency in June, 1957, and subsequently set up his own agency to handle the $2,000,000 General Development Corp. account, he was succeeded as account man on Pall Mall by Cliff Spiller. Mr. Spiller was once marketing head of Maxwell House coffee for General Foods.

Heagan Bayles

SSC&B at first went along with the copy which previous agencies used. In 1949, however, it started its own first big campaign: "Guard against throat-scratch." Mr. Bayles says today that this campaign "lifted Pall Mall right off the ground."

Next came the "Reward yourself" drive—"Satisfying flavor, so friendly to your taste" was launched about three years ago.

■ American Tobacco believes that the successful copy that has appeared down the years for Pall Mall got that way because it was based on " a product concept, not a gimmick concept." Such lines as "travels the smoke further" and "outstanding, and they are mild," it says, are grounded in product plusses.

One agency man with a competing cigaret, Rosser Reeves, of Ted Bates & Co., analyzes the Pall Mall success mix as pivoting on the brand's unique spot in the cigaret market. He calls Pall Mall "the half-way house" brand. "It gets the filter smokers from one side and the non-filter people from the other."

■ SSC&B traces Pall Mall's "big move" back about 30 months, when the brand's ads started using the "modern art approach." Basically, however, the agency evaluates Pall Malls story as "a copy success—the art is the atmosphere in which we set the words." The "modern art approach" includes "a loose art technique—the package is never shown in straight lines, it always bulges." This, the agency feels, "makes it stand out from other cigaret ads."

Prior to two and one-half years ago, thinks SSC&B, Pall Mall was getting a larger and larger share of the king-size market. "Then we began to move faster than the total market."

Today, Pall Mall is using a combined painting-and-photography approach in its print ads. The photo shows a fruit or a vegetable, plus the pack. Watermelons and avocados have been used lately.

The thinking here is to use "things that are ingested, wholesome." The agency thinks they illustrate the "so friendly to your taste" theme. Moreover, the fruit-vegetable idea "permits us to show the biggest cigaret package in advertising and to keep it inoffensive because it fits into the overall technique."

■ Print media—magazines, newspapers and supplements, all used consistently—play second fiddle to network and spot tv. Radio, all of it spot (on 580 stations), is the third-ranking medium. Outdoor is another regularly scheduled outlet.

Pall Mall ("beep-beep-beep") was one of the earliest bigtime radio spot users. It was also one of the first to start the alternate sponsorship idea (with "Big Story").

Pall Mall has been alternate sponsor of "Tales of Wells Fargo" for four years and of "M-Squad" for three. This month it took over as alternate sponsor on "Tightrope." A spot schedule used 20-second and minute units on 10 tv stations until recently. #

IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET · CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

HOW ARE YOU DOING IN CHARLOTTE?

TOP TEN BRANDS in Charlotte, North Carolina

A PERSONAL INTERVIEW CONSUMER INVENTORY OF THE GREATER CHARLOTTE MARKET with PRODUCT BUYING PROFILES of CONSUMERS made for THE CHARLOTTE OBSERVER and THE CHARLOTTE NEWS by DAN E CLARK II & ASSOCIATES, INC., Stanford, California

NEWSPAPERS REPRESENTED NATIONALLY BY THE KATZ AGENCY INC

1959

Now you can have *specific answers*, thanks to

TOP TEN BRANDS*

This study, commissioned by The Charlotte Observer-The Charlotte News, tells you how *your* label stacks up against others in its field, draws definitive profiles of *your* customers and your competitors' . . . in terms of income, age, size of household.

IDEAL TESTING GROUND

And Top Ten Brands' new continuous interviewing technique makes Charlotte an ideal testing ground.

For, by producing periodic "Stop Run" data, Top Ten Brands allows advertisers in The Charlotte Observer-The Charlotte News to gauge their impact on the market before, during and after a campaign.

To find out what Top Ten Brands can do for *you*, call The Charlotte Observer-The Charlotte News or your Katz Agency salesman.

ONE WILL GET YOU SEVEN

It's another service – beyond circulation – of the newspaper buy with the biggest circulation in the Carolinas: a single media purchase reaching a market *seven times* the size of Metropolitan Charlotte itself.

*Consumer inventory by Dan E. Clark II & Associates, conducted on a continuing basis in Charlotte and ten other major newspaper markets.

1 will get you 7

THE CHARLOTTE OBSERVER

THE CHARLOTTE NEWS

Charlotte, N. C. • Daily Circulation over 222,000

Represented by
The Katz Agency, Inc.
Newspaper Division

A
TOP TEN
BRANDS
MARKET

BIG BITE OUT OF THE NIGHT!

ABC-TV first on Sunday, Tuesday, Thursday, Friday and second (never third) on the other three nights.*

	*Average audience rating	*Average share of audience
ABC-TV	20.1	30.9
NET Y	20.0	30.7
NET Z	18.1	27.8

*Source: Nielsen 24 Market TV Report for week ending January 10, 1960, 8:00-10:30 PM on seven nights of the week, Monday through Sunday.

Jackson Joins D-F-S

William Jackson, previously a tv creative supervisor at N. W. Ayer & Son, has been named a senior copywriter at Dancer-Fitzgerald-Sample, New York.

CORRESPONDENT BANK BALANCES
Bank executives await the publishing of the semi-annual compilation of correspondent bank balances in FINANCE each February and August. Just as they read these figures, they actually read your ad in FINANCE. Survey reveals over 78% of ad readership is intentional, not accidental in FINANCE. February deadline is February 5. Write for brochure telling our "Quality Story."
FINANCE
30 N. Wacker Drive Chicago, Ill.
CE 6-6351

Parrish Names Engle VP

George Engle, director of special services with the Fred Gaertner Jr. division of Amos Parrish & Co., New York, has been appointed a vp.

Don Cole Joins K&E

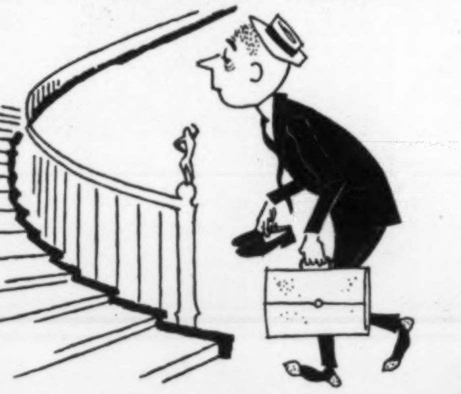
Don Cole, formerly with Grant Advertising, has joined Kenyon & Eckhardt, New York, as an executive in the sales department division.

When You're Staying in Chicago...

the adman's

AD-dress is

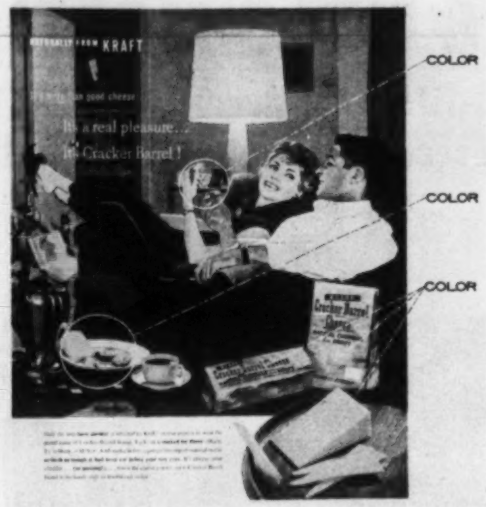
505 N. Michigan



Within a few blocks of the Sheraton Towers you'll find hundreds of agencies and suppliers. About half our guests are in or dealing with the advertising business. When you're in Chicago, stop at the Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-4100
M. T. McGarry, Gen'l Mgr. • Home of the Chicago Press Club and the Agate Club



COLOR—*Kraft will use two new approaches in this ad for its Cracker Barrel cheese. The first is the snack motif in lieu of earlier "appetite appeals." The second is the dramatic attention-getter of a b&w ad with only the orange-yellow cheese wrapper in color. The ads (via JWT) run in the Feb. 13 Saturday Evening Post and February Sunset Magazine.*

'Industrial Research' Names Rose Western Manager

Industrial Research, Chicago, has named Ronald L. Rose head of its new western sales office, 6612 Sunset Blvd., Hollywood. He formerly was assistant eastern sales manager.

CBS-TV Promotes Golden

Richard Golden, who has been director of sales presentations at CBS-TV Network, New York, has been given increased responsibilities as director of sales presentations and market planning.

Haesloop Joins Gaynor

Blanche S. Haesloop, formerly a media estimator at Doyle Dane Bernbach, has joined Gaynor & Ducas, New York, as media coordinator.

Turner Corp. Names Stark

Turner Corp., Sycamore, Ill., has appointed Monroe L. Stark sales manager. Mr. Stark, who joined the company in 1942, was formerly assistant sales manager.

Rockcote Names Williams

Rockcote Paint Co., Rockford, Ill., has named William R. Williams Inc., Chicago, to handle advertising for its trade sales division.

KAFY Appoints Hayden

Jim Hayden has been named general manager of KAFY, Bakersfield, Cal. Mr. Hayden was formerly an account executive for KERO-TV, Bakersfield.

Economist Solomon Sees Three 'Mild' Recessions in '60s

CHICAGO, Jan. 26—Not all crystal gazers see the next decade as the sizzling, soaring '60s. Prof. Ezra Solomon, of the University of Chicago's business school, envisions at least three recessions by 1970, all of them initially stronger than those sustained in the '50s.

But even Prof. Solomon thinks the recessions, once begun, will generally tend to be milder overall than the 1958 experience. And he sees no sign of a depression anywhere near the magnitude of the one in the '30s.

The professor made his predictions in a talk to the Executive Program Club of the graduate school of business of the University of Chicago.

■ The basic supply and demand forces in the '60s will be very similar to those operating in the '50s, he believes, but they won't be as unbalanced. "This will mean somewhat less tightness in the labor market and hence less pressure to substitute capital for labor in industry," he said.

"But on the other hand," he added, "the passage of time will be pushing the big bulge of youngsters we had in the '50s into the family formation age groups, and this should bring a large demand for consumer capital goods—housing, consumer equipment and governmental services."

■ The reason Prof. Solomon expects more severe beginnings for the recessions in the '60s is the influence on the economy of durable goods and construction, two classes of goods in which there are usually very wide swings in demand.

He characterized as "armchair rationality" the idea that systematic long-range planning of business investment in plant equipment and inventory has diminished the initiating forces of economic disturbances. "In practice," he said, "business investment and inventory policy is as destabilizing today as it ever was."

But he emphasized that the recession-initiating forces are not likely to sustain the recessions; hence the recessions themselves won't be as severe as the recent one. #

RAB Promotes Nietman

Robert F. Nietman, a division manager in the member service department of Radio Advertising Bureau, New York, has been named as group manager of grocery products in the national sales department, effective Feb. 15. He succeeds Rowland J. Varley, who will join Mutual Broadcasting System as an account executive.

Dailies' Linage Up 6.7% for '59: Media Records

NEW YORK, Jan. 26—Newspaper ad linage in 1959 totaled 2.8 billion lines, a 6.7% gain over linage reported in 1958, according to a Media Records check of newspapers in 52 cities. Linage in December, 1959, totaled 250,948,046 lines, an 8.6% gain over linage in December the preceding year.

Biggest gains in 1959 were reported in the financial, classified and automotive categories. Financial linage totaled 54,704,489 lines, up 17.9% over linage in 1958. Classified linage—at 727,574,271 lines—scored a 15.7% increase from the preceding year, while auto linage, at 155,079,816 lines, jumped 9.4% over automotive linage reported in 1958.

Biggest gains in December were also scored in the financial, classified and auto categories. Financial linage was 4,985,138 lines for the month, up 16.9% over linage in December, 1958; classified, at 51,416,393, was up 12.3%, and automotive, at 9,310,155, gained 10.1% over December, 1958.

■ Gains in 1959 were also reported in retail (up 3.7%); general (up 0.8%) and total display (up 3.9%) categories. Retail linage for the year totaled 1.5 billion lines, general, 363,580,322 lines and total display 2.1 billion lines. #

Meredith Names Boyle

Bruce J. Boyle has been named to the Chicago advertising sales staff of *Successful Farming*. He formerly represented both *Successful Farming* and *Better Homes & Gardens* in the home office of Meredith Publishing Co., Des Moines, Ia.

Peard Named KFRE Manager

Leslie H. Peard Jr., formerly director of regional sales development at the Triangle stations, has been appointed general manager of KFRE, Triangle station in Fresno, Cal. Mr. Peard replaces Robert F. Klein, who resigned to enter another business.

Compton Opens New TV Post

Elinor de la Bouillerie, formerly visual coordinator at Elliott, Unger & Elliot, tv film producer, has been named to the new post of visual coordinator of the tv commercial production department at Compton Advertising, New York.

'Post' Names Grant Webb

The *Washington Post* has named Grant Webb Co. its new financial advertising representative. Webb will represent the *Post* in New York, Boston, Philadelphia, Chicago, Seattle, San Francisco and Los Angeles.

ADA Names Quackenbush

Gerald G. Quackenbush, professor of agricultural economics at Michigan State University, has been named market research director of the American Dairy Assn., Chicago. He will join the association about March 1.

Talamini Joins Cochran

Leo V. Talamini, formerly general manager of Schiaparelli Inc., has joined Jacqueline Cochran Inc., New York cosmetics manufacturer, as vp in charge of sales.

Curtis Elects Peek VP

W. L. (George) Peek, who took over the Detroit office of Curtis Publishing Co. on Jan. 1, following the retirement of C. C. Hood, has been elected a vp.

If you sell home furnishings in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Home Furnishing Sales $98,918,000—1958.

KVAL-TV Eugene
NBC Affiliate Channel 13
KPIC-TV Roseburg • Channel 4
Satellite

drop anchor where the water's smooth

Where else but in the populous, profitable South Florida market? We've got oodles of facts and figures and charts to **PROVE** this is the nation's 12th **LARGEST RETAIL MARKET***. The only question is: How do you reach it — *and sell it?*

The answer: **MIAMI IS A NEWSPAPER MARKET.** And **THE MIAMI HERALD** is South Florida's total selling medium. On the pages of **THE HERALD** it's always great weather for "sale-ing." So get aboard **NOW!**

Speaking of anchors and water and things . . .

ANNUAL BOAT SHOW ISSUE

SUNDAY, FEB. 21st . . . Big, color-packed "Fun in Florida" Tabloid Section timed to the 19th annual Miami International Boat Show. Gives low-cost, one-paper coverage of entire South Florida . . . a responsive audience of over a million readers.

COPY DEADLINE, Feb. 10 . . . full speed ahead!

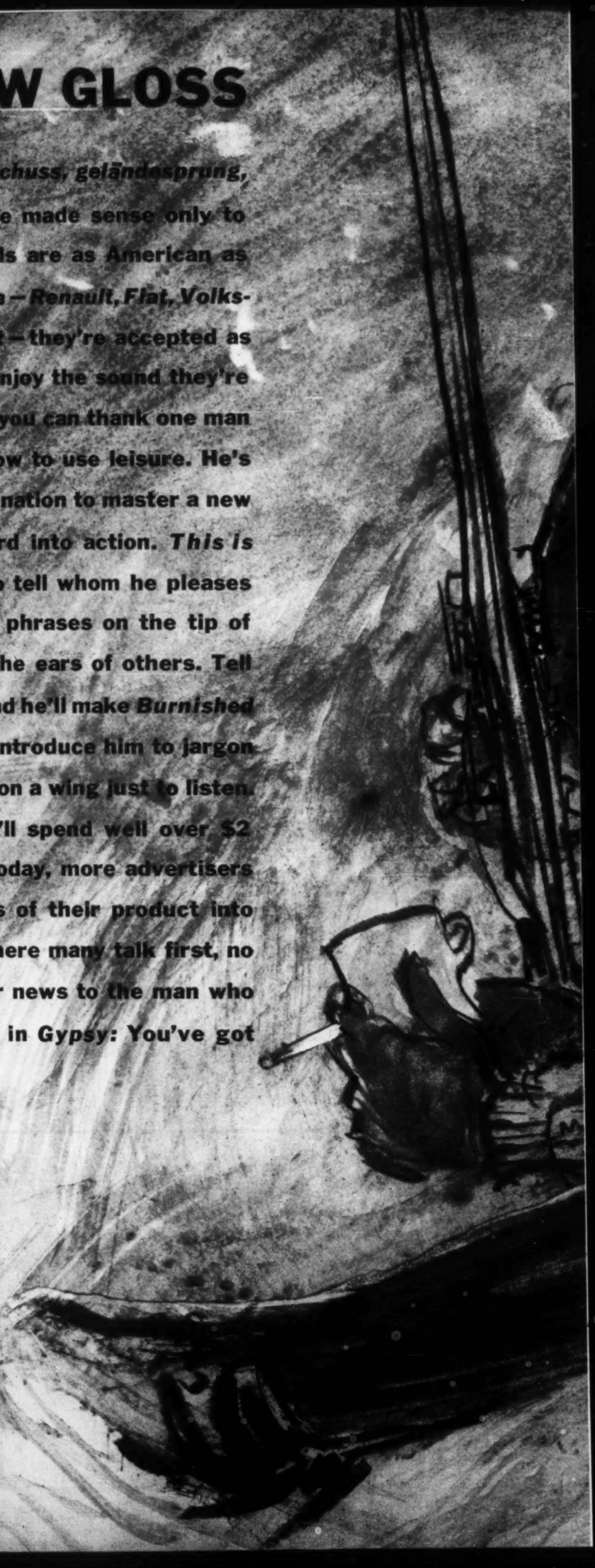
1910 • 1960
50th
ANNIVERSARY
The Miami Herald
ONE OF AMERICA'S GREAT NEWSPAPERS

**Drop us a line and we'll swamp you with stuff.*

THE MIAMI HERALD

SECOND IN THE NATION IN TOTAL ADVERTISING AND EDITORIAL CONTENT

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES



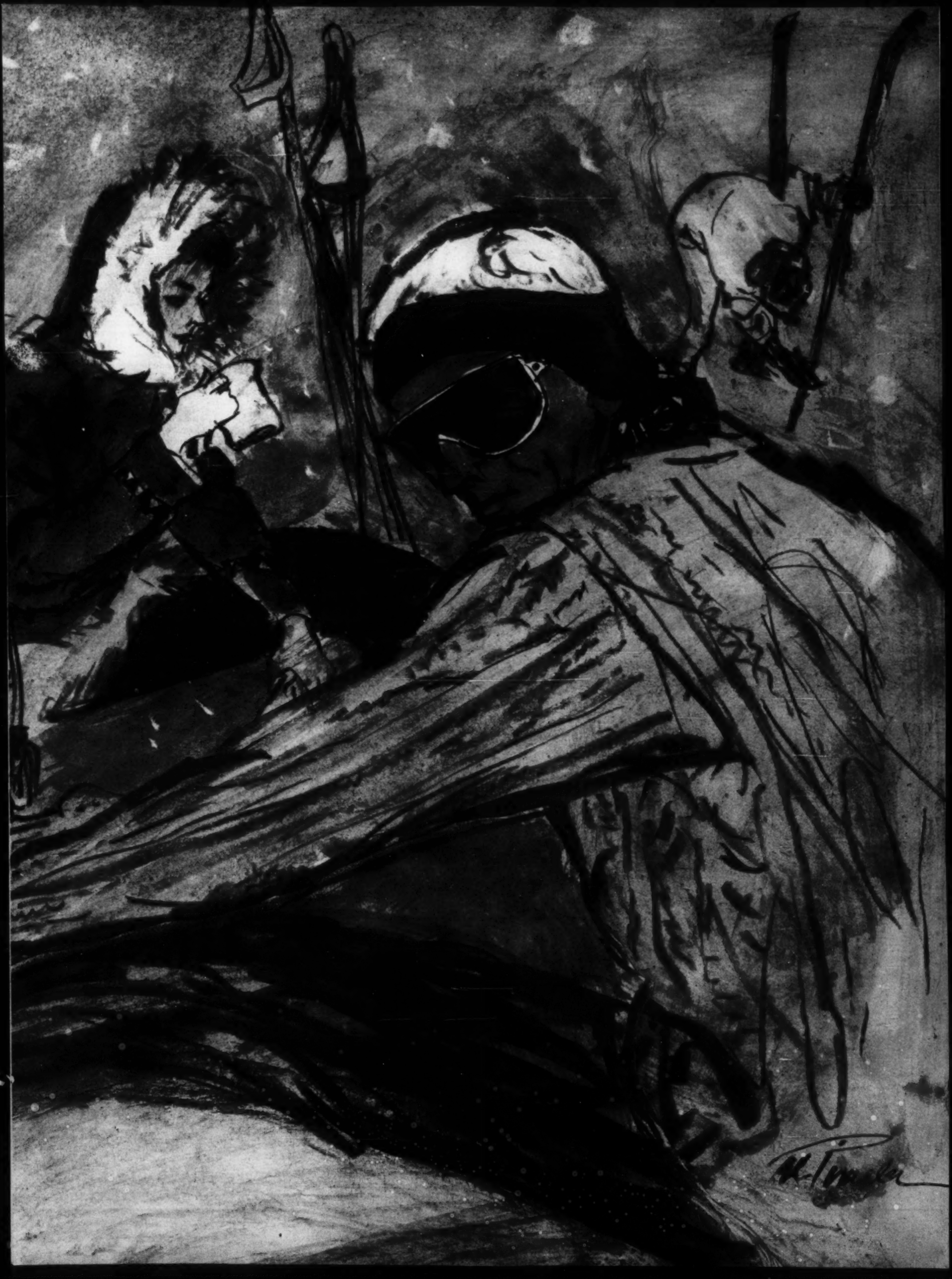
HE'S PUTTING NEW GLOSS IN THE GLOSSARY

Schuss, geländesprung, slalom — a decade ago, ski terms like these made sense only to yodelers and St. Bernards. Today, the words are as American as Squaw Valley. Like *vichyssoise, vodka, Vespa — Renault, Fiat, Volkswagen — Ingmar Bergman* and *Brigitte Bardot* — they're accepted as part of the language. And if you happen to enjoy the sound they're making on cash registers across the nation, you can thank one man in particular — the adventurer who knows how to use leisure. He's a status-setter who not only has the determination to master a new vocabulary, but the means to translate word into action. *This is the man who reads Esquire.* And it's hard to tell whom he pleases more, lexicographer or advertiser. For the phrases on the tip of his tongue have a canny way of reaching the ears of others. Tell him grey flannel's now an understatement, and he'll make *Burnished Browns* the newest word in men's fashion. Introduce him to jargon like *stereo* and *tape cartridge,* and he'll build on a wing just to listen. Teach him *Bonjour* or *Buon giorno,* and he'll spend well over $2 billion a year to try it out on the natives. Today, more advertisers than ever are competing to get the names of their product into the everyday language. And if Esquire is where many talk first, no choice could make better sense. Pitch your news to the man who reads Esquire, and it's just like they say in *Gypsy:* You've got nothing to hit — but the heights!

Esquire
THE MAGAZINE FOR MEN
EUROPE IN STYLE

©

Authority in a Man's World



WANT MORE CUSTOMERS IN NEWARK...

Per cent of families reached

S.E.P. ———— 10%
LOOK ———— 11%
LIFE ———— 16%
READER'S DIGEST 26%
PARADE ———— 47%
(HOME COUNTY)

The things people of Newark read about in the Newark **STAR-LEDGER** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

The Sunday Newspaper Magazine
Parade
TODAY'S MONEYWORD PUZZLE PRIZE IS $1,500... FREE ENTRY ON PAGE 2
5-STAR COMPLETE
10¢ Sunday Star-Ledger
of 1960 race

Represented Nationally by Moloney, Regan & Schmitt

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

This Week in Washington . . .

FTC Finds New Enforcement Strength in Stiffening Public, Political Attitude

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 28—The Federal Trade Commission is 45 years old. Like a lot of other middle agers, it is just beginning to discover its own strength.

The new management, which has had control of the commission for the past six months, has had an ear to the ground and eye in the lawbooks.

The ear detects rising public concern about deceptive promotion allowances—and the eye finds previously unsuspected authority to do something about it.

Advertising agencies, for example, are being blanketed in complaints with their clients. Agencies and clients have operated roughly the same way for many years; but the commission's notion about the degree of responsibility resting on the agency has changed.

Media, too, may soon be having trouble at FTC: Traditional policy absolved publications or broadcasting stations from culpability for deceptive ads. Here, too, the commission is beginning to feel the time has come for a change.

■ As chief legal officer, Daniel J. McCauley Jr., FTC's general counsel, is one of the men who feed fresh ideas to the commissioners. He's a newcomer, freshly recruited from the legal staff of the Securities & Exchange Commission, one of the most vigorous of the government's regulatory agencies. He was hand picked partly because he is the kind of lawyer who is constantly looking for ways to get results with the enforcement tools at hand.

Mr. McCauley has volunteered some criteria which agencies and media can use in measuring the prospect that they may eventually be blanketed in a false advertising complaint.

The original Wilsonian concept, in sponsoring the FTC, Mr. McCauley recalls, was that "penalties and punishments should fall, not upon business itself, but upon the individuals who use the instrumentalities of business to do things which public policy and sound business practice condemn."

This Wilsonian admonition was largely lost, Mr. McCauley says, because commissioners seldom "pierced the corporate exterior" to direct complaints against officers and directors.

■ Nevertheless there has been enough of this in the past so that some of the following can be used as guides:

• 1. The scope and breadth of the evil being attacked.

• 2. The conscience of the industry—"What past record does the industry have, if any, for cleaning its own dirty linen—or, to frame it another way, how active is the industry in pressing the perimeter of the law or in conceiving new devices of evasion?"

• 3. Will the corporate conscience be stirred? Or must it be supported by the conscience of its officers' being under the cloud of possible personal financial penalties?

• 4. Where does the particular case fit into the mosaic of law enforcement?

■ "Based on these premises," he says, "then, I would expect that those who occupy positions of ex-executive direction and control whether their companies sponsor advertisements or prepare them for others, would be the most likely individuals to be considered as possible respondents. How far into the business operation, how far down the line, it might become necessary to go would be determined in a particular case."

■ On the question of media responsibility, there is no past FTC history to go by. "The continued replay of commercials questioned by a commission complaint, with the resulting public interest in why the commercial has not been dropped, is almost an invitation," Mr. McCauley says, "if not a dare, to test our resolve."

Mr. McCauley's eagerness to find hitherto unsuspected power in FTC laws is sparked, to a degree, by his feeling that the times are such that FTC must succeed—or it is going to be bad for everyone, including the people it regulates.

■ From where he sits, he senses—particularly in Congress—"a more aggressive and also a more dogmatic" attitude toward the solution of business and economic problems.

"Public concern is becoming more vocal and, to a degree, more virile. It is not yet violent," he says. "Neither do I interpret it to be angry."

As the commission hunts for ways to make itself more effective, the legal staff is questioning more of the compromises which were accepted in the past.

Several years ago, for example, FTC huffed and puffed about "push money" practices in the cosmetics field. At one point it was on the verge of adopting a rule which specified that clerks who get "push money" must wear tags disclosing this information to the consumer.

■ Ultimately the commission felt some misgivings about its ability to make such a rule stick. In the end it decided its responsibilities, so far as "push money" is concerned, would be satisfied so long as the clerk's employer knew what was going on.

Recently however, FTC has been out to show Congress that it has the will—and ability—to deal with the "payola" problem in the record business. Its legal staff has reread the lawbooks.

In the current climate its lawyers are so optimistic about the commission's power to deal with "payola" problems that they are preparing to look into some of the distant cousins of "payola" which heretofore have been respectable members of the family of promotion practices.

■ "If a cease and desist order in 'payola' requires public disclosure of such influencing factors as induce the playing of a record by a disc jockey," says Mr. McCauley, "what reason is there for distinguishing between a recording on the one hand and perfume, lipstick and nail polish on the other?"

Courts follow election returns, and they, too, have an ear to the ground. At a time when FTC is finding unsuspected strength in its law, it would hardly be surprising if the commission decided to give the judges a chance to take a fresh look at the rulings of 20 years ago. #

The postmarks are actual reproductions

USE GRIT FOR GOOD BALANCED NATIONAL COVERAGE

Mass media circulation is great in the teeming metropolitan centers . . . but it thins out badly in hard-to-reach small towns.

There is an answer. Grit. With its concentration in 16,000 small towns across the nation, Grit helps correct the big-city bias of the mass media and provide the balanced national coverage so essential to total marketing success.

There's more to the Grit story. Low cost. Short closing dates. Tremendous reader response. Why not let us bring the full facts to your desk.

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco

Reps Do Poor Job of Selling Dailies, Researchers Say

(Continued from Page 3)

tated as hell with the lack of information supplied by reps. They feel they're supplied with too many statistics they have already. They want more depth data, more qualitative information, such as reader and editorial research studies. They want reps to do a more imaginative job of selling," they reported.

The Durham researchers said that in the Midwest, however, criticism of newspaper reps was tempered somewhat, because reps can do more selling on the personal level in cities outside New York.

"The farther west you go," they said, "the more lenient media men are toward the reps. In New York, however, the newspaper rep has no status. He's the poorest paid of anyone in the ad profession, and most agency people feel he's overpaid for the job he does."

They said media men and advertisers "unanimously agree" that the newspaper representative business must revise its selling methods.

▪ "Most admen feel that the only thing that has stood still in the ad business is the selling of newspapers as an ad medium. The idea that newspapers are a national medium is obsolete. Newspapers today are regarded as a spot medium and should be sold as such. Advertisers and agencies look to supplements for national coverage. They look to newspapers for depth coverage."

Messrs. Peabody and Bell said that while the consensus was that newspaper rep selling is poor, no interviewee suggested that the representative system was obsolete.

▪ "Most media men recognize the problems of the reps," they said. "While most said that, ideally, a newspaper should have its own selling organization, they recognize that this is economically impossible. It's also recognized that reps have to sell too many newspapers—yet in the same breath media men say the reps doing the best jobs are those with long lists of newspapers. But generally, they think that while reps are doing a poor selling job, by sheer weight of numbers the job has to be poor." #

W. G. Power Dies in Wake of Retirement as Chevy's Ad Head

DETROIT, Jan. 27—William G. Power, 63, known as the "Billy Sunday of advertising" because of his showmanship on the speaking platform, died Jan. 23, only 22 days after his retirement as Chevrolet advertising manager.

Death was attributed to a heart ailment, which had led to his Jan. 1 retirement. He entered a hospital three days later, and was confined there until his death.

Mr. Power was widely known, not only as an advertising man, but also for his ability as a speaker in connection with diversified campaign efforts as well as in support of the sales activities of his own company, with which he had been associated for 32 years.

His last big selling campaign was in connection with the Auto Buy Now drive in the spring of 1958. It opened in Madison Square Garden, New York, in support of the national auto sales effort and continued for nearly a month across the country. It was during this period he first suffered a heart attack which curtailed later speaking efforts.

▪ Mr. Power came to Chevrolet at the request of the late Richard H. Grant, then sales manager of Chevrolet, who was impressed with his platform ability as a song leader for the Industrial Fellowship League, in Flint.

He held a variety of positions in Chevrolet's sales and advertising organization before being named general advertising manager in 1950.

Mr. Power had recently entered into an agreement with Prentice-Hall to write a book on selling (AA, Nov. 30, '59).

GEORGE F. KEARNEY

PHILADELPHIA, Jan. 27—George F. Kearney, 64, owner of the Ledger Syndicate, and former president of the old *Evening Public Ledger*, died Jan. 25 at his home here apparently of a heart attack.

Born here, Mr. Kearney was graduated from the University of Pennsylvania and began his newspaper career as a reporter for the old *Philadelphia Evening Telegraph* in 1911. Later he was on the staffs of the *Bulletin*, the *Public Ledger* and the *Evening Ledger*.

From 1935 to 1939 he was general manager of the Ledger Syndicate. From 1939 through 1940 he was also general manager and president of the old *Evening Ledger*.

New car-care discovery from JOHNSON'S WAX
the car-washing cream with the built-in shine!
JOHNSON'S
holiday

HOLIDAY FOR CARS—*S. C. Johnson & Son will begin promoting Holiday, its new car washing cream polish (AA, Jan. 18), in February with ads like this one in newspapers in California and Florida. Foote, Cone & Belding, Chicago, is the agency.*

Watterson Rothacker, Pioneer Industrial Film Maker, Is Dead

SANTA MONICA, Jan. 26—Watterson R. Rothacker, 75, one of the first producers of films for advertising, industrial and educational uses, died here Monday.

He was a former vp of Paramount Pictures and served as a government censor of motion pictures during World War II.

With a borrowed $2,400, Mr. Rothacker began his own studio, Industrial Moving Pictures Co., in a loft in Chicago in 1910. By 1923 he had a large studio in Chicago and a branch in California, employing a total of 350 persons.

He moved to California in the early 1930s.

Australian Agency Expands

United Service Publicity, which refers to itself as the largest advertising agency in Melbourne, Australia, has acquired a financial interest in two other agencies—Bartlett Murphy & Mackenzie in Sydney and Vinnicombe Advertising in Brisbane. Among United's clients are General Motors, Shell, H. J. Heinz, Philip Morris, Kayser and Carnation.

Terranova Joins Myrbeck

Victor J. Terranova, formerly editor and promotion manager of the Washington bureau of Scepter Press, has joined S. Gunnar Myrbeck, Washington, as an account exec.

Stanley Knisely, 67, Ex-Exec of Republic Steel, ABP, Is Dead

SOUTH EGREMONT, MASS., Jan. 26—Stanley A. Knisely, 67, former exec vp of Associated Business Publications, New York, and onetime advertising manager of Republic Steel Co., died Jan. 24 at his home here after a long illness.

Born in Cleveland, Mr. Knisely began his career as a reporter on the *Cleveland Plain Dealer* and became its city editor. He left newspaper work to become executive secretary of the National Paving Brick Mfrs. Assn. of America, and later held a similar position with the Flat Rolled Steel Assn., Pittsburgh. He then joined Republic Steel, where he became director of advertising and sales promotion. In 1938 he was president of National Industrial Advertisers Assn., now Assn., of Industrial Advertisers.

In 1939 Mr. Knisely became exec vp of ABP in New York, and remained with that organization until 1949. Subsequently he acted as an advertising and publication consultant for a time, but failing health forced him to give up all business activities.

JOHN C. CLARK

NEW YORK, Jan. 27—John Craig Clark, 41, vp and account executive at Fletcher Richards, Calkins & Holden, died yesterday of a heart attack at his home here.

Born here, he was graduated from Syracuse University, where he was a member of the varsity crew and ski team. Following his graduation, he went to Hollywood to become a movie actor; he spent two years there, appearing in six movies. Mr. Clark then returned to New York and joined the advertising department of Lord & Taylor. During World War II he served in the Army, and after the war he became an executive assistant to the president of the B.V.D. Co.

Subsequently, he became an account executive with Grey Advertising Agency and later an account supervisor and vp of the Biow Co. He was a vp of Bryan Houston Inc. when that agency merged with Fletcher Richards, Calkins & Holden last year (AA, June 29). He continued with the new organization as a vp and account executive.

John A. Ashby Opens Offices, to Serve 14 Ohio Companies

John A. Ashby has opened his own agency, Ashby Associates Inc., with offices at 506 Terminal Tower, Cleveland, to act as advertising and public relations consultants for 14 northern Ohio companies. Mr. Ashby was formerly vp of Will Inc. and assistant to the president of Lee Donnelley Co.

John A. Ashby

Other officers of the new agency include Stephen R. Piller, who has operated his own art studio for the past nine years, vp, and Rosalie E. Hess, formerly office manager of the mid-central region of Cardox, division of Chemetron Corp., secretary.

Atlantis, R. T. French Merge

Atlantis Sales Corp. has consolidated with the R. T. French Co. The announcement came from J. D. Cockroft, president of French, who said his company absorbed all functions previously performed by Atlantis, which is the exclusive selling organization for French's line of mustard, spices, herbs, pet foods and convenience products.

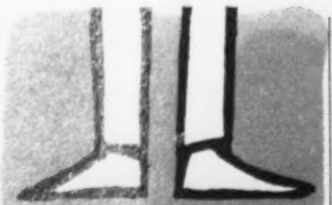
a professional salesman

in a 13-lb. package

Unique, new DuKane "Flip-Top" projector makes every neophyte a professional salesman . . . Doubles the effectiveness of your experienced sales people! Delivers the message the way you want it, complete with sight *and* sound. Open the lid, plug it in, slide the record in the slot, and the Flip-Top starts selling instantly. Ideal for desk-side prospects or small groups. Complete with built-in screen. Startling clarity of black-and-white or color filmstrip. Top voice fidelity.

For a demonstration at your own desk, write or wire

DuKane CORPORATION • DEPT. AA-20 • ST. CHARLES, ILLINOIS



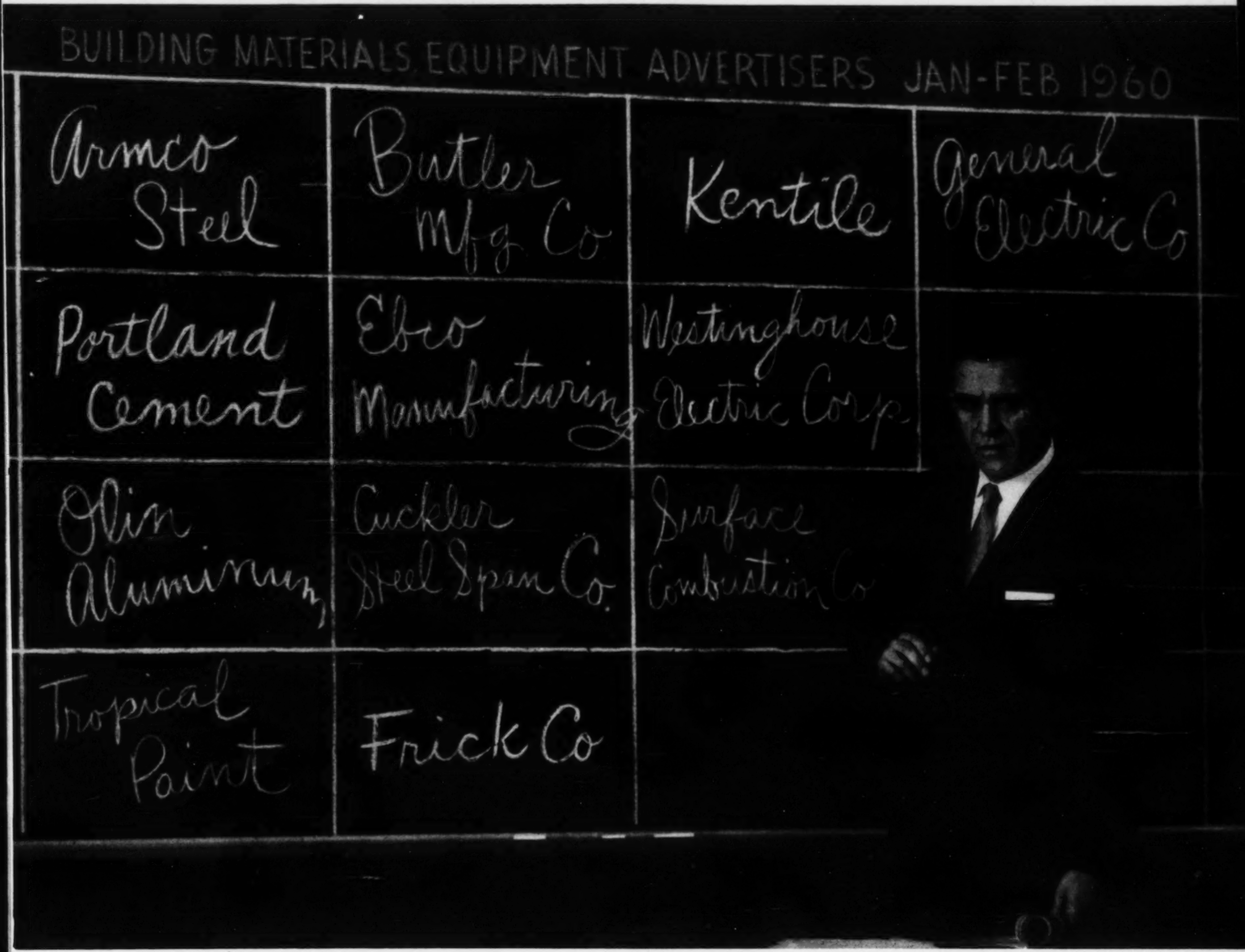
KYW is way up in Cleveland!

KYW reaches more adults in more homes throughout the day than any other radio station in Cleveland.* It's your No. 1 radio buy in Ohio's No. 1 market. *MON.-FRI., PULSE, HOOPER & NIELSEN

Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.

WBC

Why are so many leading advertisers NOW using Nation's Business?

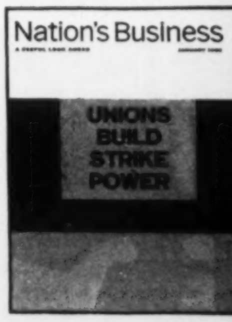


BUILDING MATERIALS, EQUIPMENT ADVERTISERS JAN-FEB 1960
Armco Steel
Butler Mfg Co
Kentile
General Electric Co
Portland Cement
Ebco Manufacturing
Westinghouse Electric Corp.
Olin Aluminum
Cuckler Steel Span Co.
Surface Combustion Co
Tropical Paint
Frick Co

To switch from ringing doorbells to calling on people who can buy—that's what advertisers are telling us. Advertising today must work too hard, they say, to be bought merely on the claim of biggest numbers. Buying mass-circulation magazines to uncover business sales leads is like sending high-priced industrial salesmen out to ring all the doorbells on a street.

That's why many agencies, too, now recommend NATION'S BUSINESS. It gives their clients coverage of thousands of medium-sized companies as well as the corporate giants. No other management magazine offers as much as half of its 750,000 circulation. What's more, 9 out of 10 of NATION'S BUSINESS readers are men with a decisive voice in their companies' plans, policies and purchases: presidents, owners, partners, general managers, board chairmen and other top administrative executives.

Advertising in NATION'S BUSINESS takes your sales story directly to the hard-to-see men your salesmen seldom reach. It keeps salesmen's territories covered regularly between calls . . . and it opens doors when they get there. So, if you want to step up the sales-per-call ratio of your force—and do it at low cost—use NATION'S BUSINESS. As a growing number of leading advertisers and agencies have discovered, on a dollar-for-dollar basis, NATION'S BUSINESS is your best management magazine buy.



Nation's Business
UNIONS BUILD STRIKE POWER

YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

PHOTOGRAPHIC REVIEW

$455 MILLION

RECORD FIGURE—*Richard R. Deupree (left), honorary board chairman of Procter & Gamble and 1959 national chairman of United Community Campaigns, reminds new national chairman, Oliver G. Willits, board chairman of Campbell Soup Co., of last year's $455,000,000 record figure he'll have to beat in 1960. Media support for the united campaigns was the highest ever recorded for any health and welfare public service drive, according to the Advertising Council.*

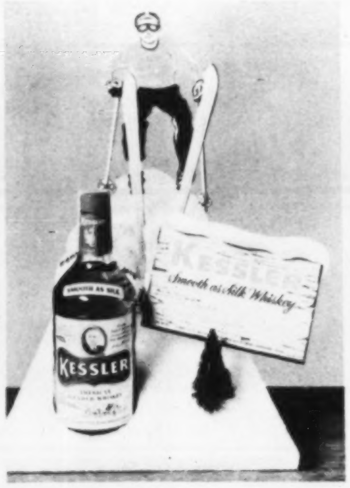
THE
WHITE HORSE
Eftab. 1742

Owen Harrison Meisel Tosi Leith

TOP BRASS IN THE CELLAR—*On hand at the opening of the White Horse Cellar Museum, which re-creates, in the Seagram Bldg., New York, the 18th century Edinburgh tavern after which White Horse scotch whisky was named, were John Owen, senior vp, Doherty, Clifford, Steers & Shenfield, agency for the brand; Roger Harrison, DCSS account executive; Irving S. Meisel, advertising and sales promotion manager, and Byron G. Tosi, president of Browne-Vintners Co., a House of Seagram unit, and James C. Leith, managing director of White Horse Distillers Ltd., Edinburgh.*

Mrs. Freeman Freeman

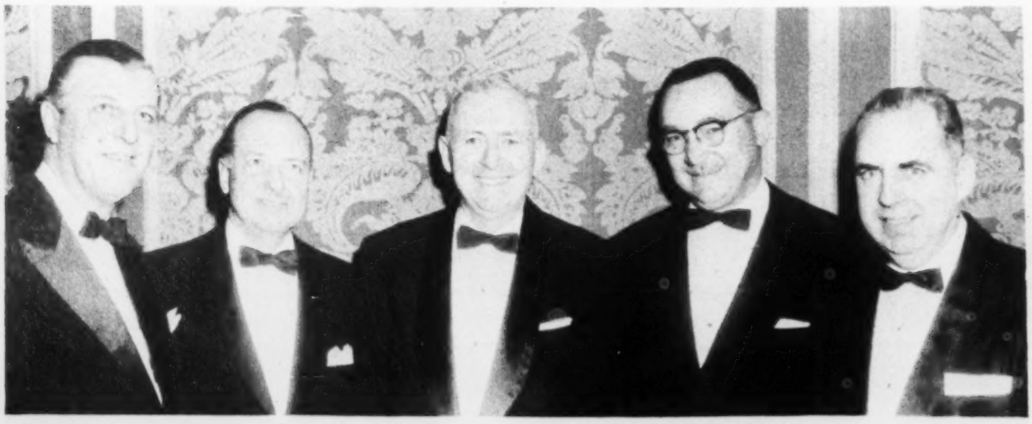
ADMAN TRODS BOARDS—*Lon Freeman, vp, Max Berking Inc., New York, trods the boards in Shakespearean garb at the Little Theater in Dover, N. J., playing Fe Vincentio opposite his wife's Katherine in "Taming of the Shrew." Mr. Freeman has been an amateur actor and director for 20 years. Mr. Freeman quotes an almost-apt Shakespearean comment of the ad industry from the same play, when Tranio says to Vincentio (Act IV, Scene 4): "Sir, you seem a sober, ancient gentleman by your habit, but your words show you a (m)adman."*



SKIERS—*Kessler-Hunter Distillers Co. is distributing this counter display to tie in with the Winter Olympics. Display is a combination of styrofoam, cardboard and an artificial evergreen.*

Alderman Purvis Winn Howell

AWARD—*Larry Winn Jr., builder co-chairman of the joint committee of the Producer's Council and the National Assn. of Home Builders, awards the President's Citation for the builder merchandising program to C. D. Alderman, president, Youngstown Kitchens division of American-Standard. Looking on are H. F. Howell, vp of marketing, and J. W. Purvis, manager, builder sales, of Youngstown Kitchens.*

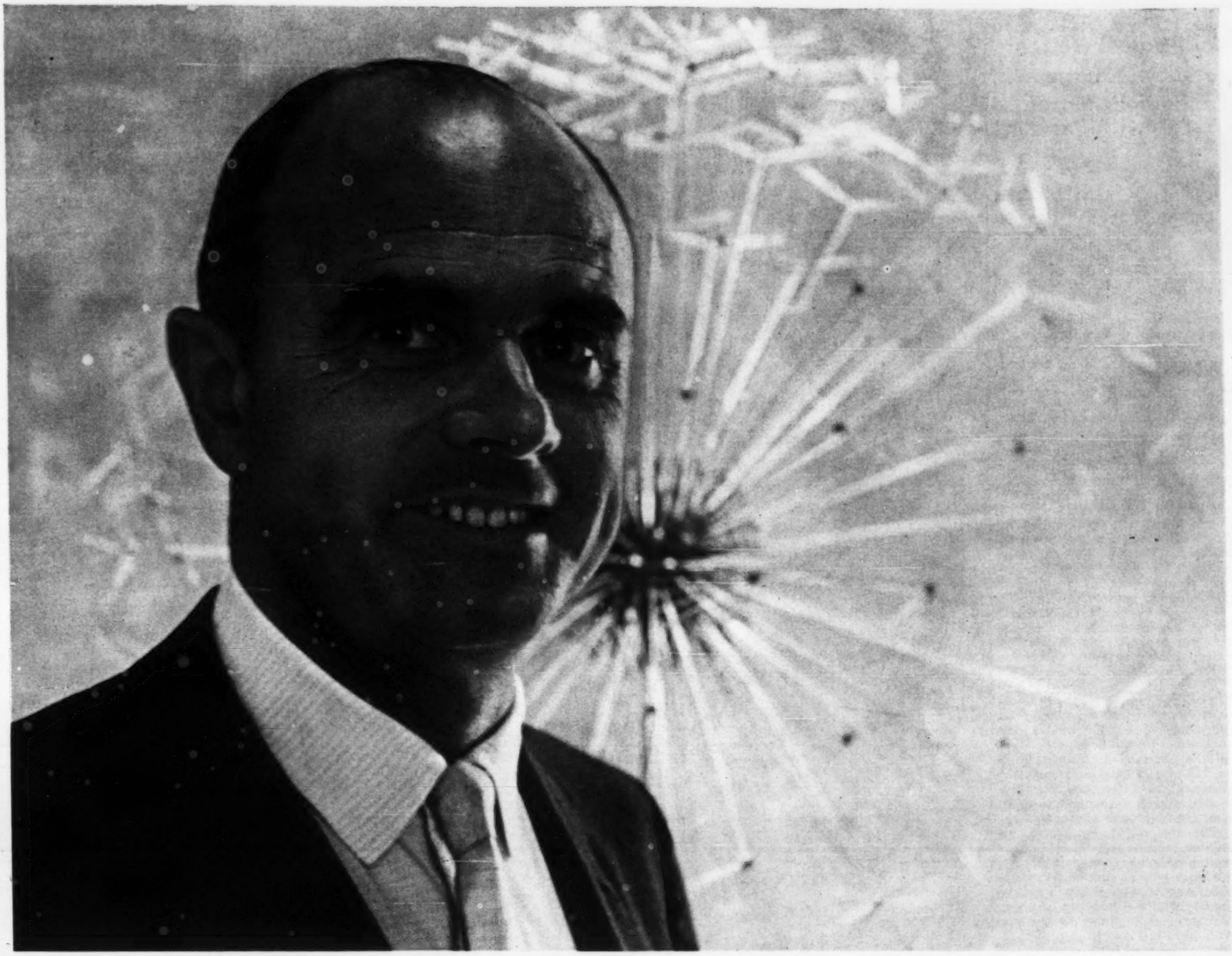


Laurie Semmes Wyman Strouse Yando

FORD PARTY—*William Wyman, who is retiring as president of the New York district of the Ford Dealers Assn., was honored at a dinner held by the New York Ford dealers and the Ford agency, J. Walter Thompson Co. William Laurie, manager of JWT's Detroit office, attended the dinner at New York's Plaza Hotel, as did Norman Strouse, JWT president; William Semmes, president of the Ford Dealers Assn., and Fred Yando, New York district sales manager of Ford division of Ford Motor Co.*

Henley Von Schraeder Lusk

$150 BOOT FITTING—*The Lubbock Avalanche-Journal came up with a unique promotion at last month's meeting of the Newspaper Advertising Executives Assn. in Chicago. The newspaper not only offered a $150 pair of custom-made boots (ostrich, no less) to the holder of the winning ticket; it also flew famed bootmaker Willie Lusk from Lubbock to Chicago, to fit the winner—Freeman Von Schraeder of the Eau Claire Leader & Telegram. The happy gentleman looking on is Wayne Henley, ad director of the Lubbock paper.*



communication

"Communicating ideas is essential to sustain economic growth. One of the principal values of business publications is their role in this interchange of knowledge. Certainly we rely on advertising in leading business publications to inform our markets of our latest developments . . . to tell the people we serve about the progress of our organization."

Thomas M. Ware, President, International Minerals & Chemical Corp.

COMMUNICATION — *Consistent* advertising is the most economical means of communicating with important prospects. It supports the direct efforts of your sales staff . . . helps establish identity, brand preference and product familiarity as well as promote new products.

Today, more than one million key men in business and industry pay to read McGraw-Hill publications. Your advertising, *concentrated* in one or more of the McGraw-Hill publications serving your major markets, helps keep you in contact with the men you wish to reach.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Los Angeles Gets Agency Management Seminar in March

LOS ANGELES, Jan. 27—A two-day seminar in successful advertising agency management will be held at the Statler-Hilton Hotel here March 15-16 under the auspices of ADVERTISING AGE.

Decision to bring the seminar to the West Coast follows the unusual success of a pilot seminar in Chicago Nov. 5-6 last year, and another at the Savoy-Hilton, New York, last week.

The two seminars attracted almost 150 advertising agency presidents, treasurers, controllers, etc., to workshop sessions on advertising agency management, accounting, planning, compensation of executive personnel, etc.

■ They were conducted under the supervision of Ira Rubel, well known authority on advertising agency financial management and accounting, with the assistance of a "faculty" of experts in agency operation and management.

Mr. Rubel will also conduct the Los Angeles sessions, with the assistance of Michael J. Rich, of Ira Rubel & Co., management consultant; Gustave Simons, member of the firm of Simons & Cuddihy, New York, noted attorney specializing in tax matters and executive incentive programs; and Herbert Gardner Jr., treasurer, Gardner Advertising Co., St. Louis.

■ The sessions—all of which are workshops, with ample time for individual discussion and cross-checking of experiences, will discuss planning for profits; forecasting, controlling and cost accounting; incentives and executive security; agency ownership problems; and problems of mergers.

The cost of the workshop, including lunches and dinner but not including hotel rooms, is $135. Attendance will be limited. Reservation forms may be secured by writing Successful Advertising Agency Management Seminar, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

Pride Offers Dog Licenses

Pride Dog Food Co. will pay the 1960 license fee for dogs in Philadelphia in exchange for labels from cans of its products. The offer will be promoted in newspaper ads in February, which will carry application blanks. The blanks will also be available at dealers. The $1 license—for male dogs and unspayed females—will be offered for 20 labels. Forty labels bring the $2 license for spayed females.

Audit Hits N. M. Dailies

New Mexico newspapers have paid about $100,000 in back sales and compensating taxes as a result of a recent audit of the books of 11 of the 18 dailies and 18 of the 42 weeklies and bi-weeklies in the state, according to the state bureau of revenue.

Gaughan Named VP

John M. Gaughan, general manager of the Denver office of Potts-Woodbury, has been elected a vp of the agency.

MINIATURE SCALE MODELS

of office, factory and apartment buildings, accurately detailed interior and exteriors.

Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

JOHN H. WELLS & ASSOCIATES
75 East Wacker Drive • Chicago 1, Illinois • DE 2-6033

Write for Folder

Cotton Council Sets Theme: Promotes Three in New York

"Cotton is a natural" will be the central theme of the 1960 advertising and merchandising campaign for cotton products, according to the National Cotton Council, Memphis. A total of 80 consumer, trade and farm publications will be used this year. Among the consumer magazines scheduled are *Harper's Bazaar, House Beautiful, House & Garden, Living for Young Homemakers, Mademoiselle, The New Yorker, New York Time Magazine, Seventeen, Sunset Magazine,* and *Vogue.*

The council also named Ernest Stewart, manager of its New York office, general manager of sales promotion. Richard T. Alexander, merchandising manager in New York, has been appointed New York product campaigns manager. Charlotte Norman, Maid of Cotton tour manager, was named manager of retail store promotions.

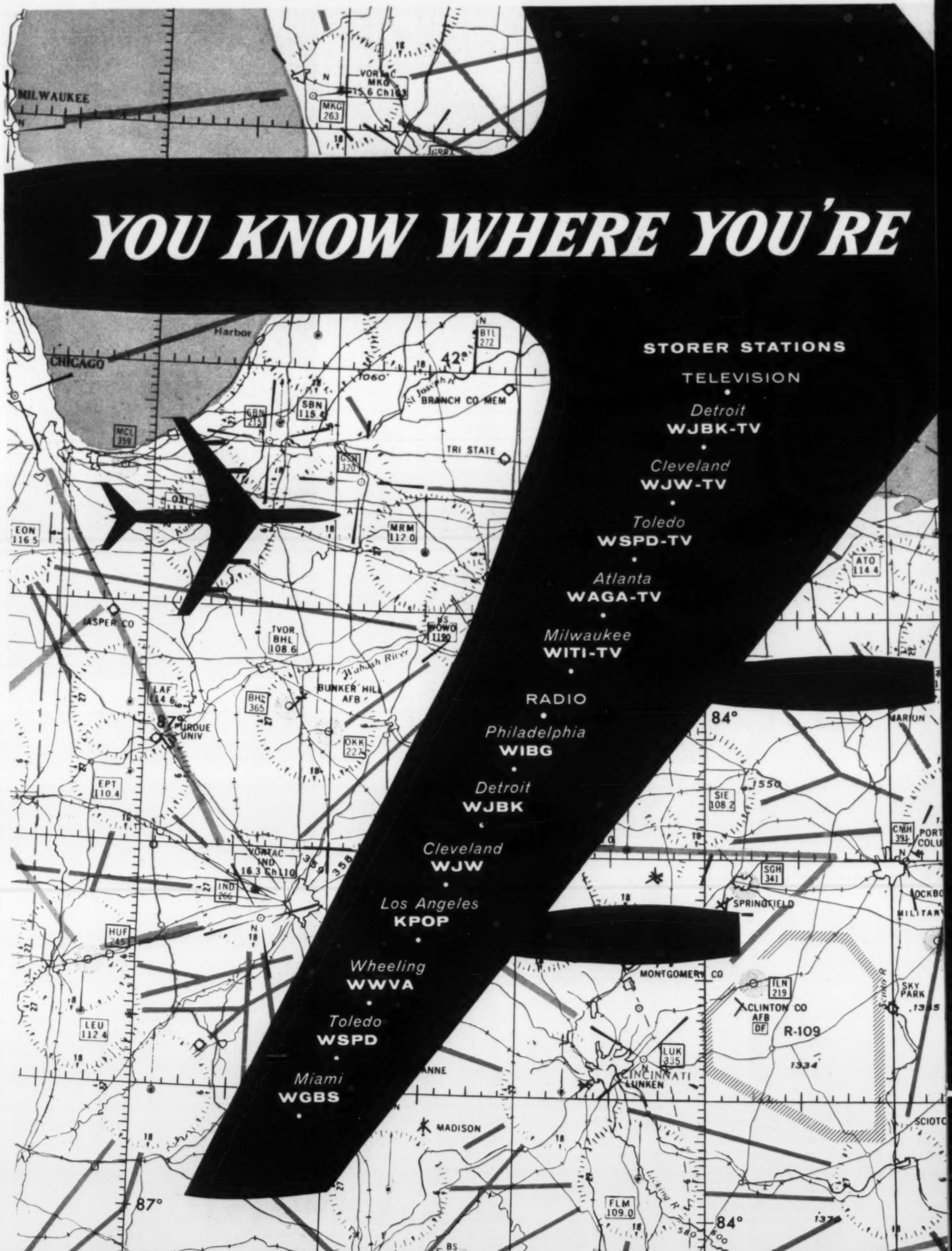
Weiss Promotes Three: Adds Fryml, Waldman

Three members of Edward H. Weiss & Co., Chicago, have been promoted: John Tarini has been named vp in charge of research services; Robert J. Wanamaker, assistant copy chief, was named vp, and Nathan Pinsof has been promoted from manager of the media department to media director.

Weiss has also added Robert Fryml, formerly art director at North Advertising, Chicago, as senior art director, and Evelyn Waldman, formerly brand manager of Coty Inc., as a marketing account executive.

Suburban Clock Moves Office

Suburban Clock Advertising, New York, has moved to 2 W. 45th St.



Young Heads New Company

John Orr Young, advertising management consultant and co-founder of Young & Rubicam, has become board chairman and principal stockholder of Executive Selection division, formerly Manpower Development Corp., New York, which has functioned for the past 18 months as an executive recruitment affiliate of Mr. Young's management consultant business. Associated with Mr. Young in the new company are John H. Adams, president; Herbert A. Dingwall, exec vp; Leon D. Eldot, vp and treasurer; Bernice Young, secretary, and Olin A. Saunders, Robert J. Smith, Eldridge Peterson and Admiral C. L. Austin, vps.

Institute Formed to Promote Good Taste in U.S. Products

American Institute of Approval Inc. has been formed in New York (at 45 E. 66th St.) to encourage good design and good taste in American products. A panel of 75 socially prominent women will give periodic "Awards of Approval" to products and designs "considered to have measured up to the most excellent standards of good taste." Manufacturers are invited to consult with the Institute. A non-profit organization, the Institute is headed up by Lady Douglas-Hamilton.

Altmayer to Cleveland Heater

John Altmayer has joined Cleveland Heater Co., Cleveland, as central regional sales manager. Mr. Altmayer was formerly sales manager of E. L. Mustee & Sons. Other management realignments at Cleveland Heater includes: Kress V. Ludlow, named western regional sales manager; E. A. Reinhardt, southeastern regional sales manager, and E. J. Hutchings, northeastern regional sales manager.

Bat Masterson Goods Hit $4,000,000 Mark

NEW YORK, Jan. 26—Retail sales of "Bat Masterson" canes and other products grossed $4,000,000 by the end of 1959 in an extensive tie-in merchandising program. More than 50 products are on the market, capitalizing on the title character of the NBC-TV series, portrayed by Gene Barry.

Sale of 1,000,000 canes with gold-colored heads, Mr. Barry's trademark in the Thursday show, accounted for the largest single item turnover. More than $500,000 was grossed in the sale of "Bat Masterson" comics books, issued by Dell Publishing Co.

A comics strip adaptation of the tv western is being syndicated to more than 110 newspapers by Columbia Features. Robert R. Max, manager of the NBC merchandising department, developed the strip.

Ziv Television Programs, producer of the show, and the NBC merchandising department control the licensing rights. Some of the licensed products and their makers are: canes by Carnell Mfg. Co.; western hats by Arlington Hats; jigsaw puzzles by Colorform; dungarees by Atlas Mfg. Co.; ties and belts by Fabil Mfg. Co.; handcuffs by John Henry Mfg. Co.; shirt, vest and slack combinations by Kaynee Mfg. Co. and T-shirts by Pilgrim Sportswear.

The show, which is in its second year on network tv, is sponsored by the Sealtest division of National Dairy Products Corp. and Hills Bros. coffee.

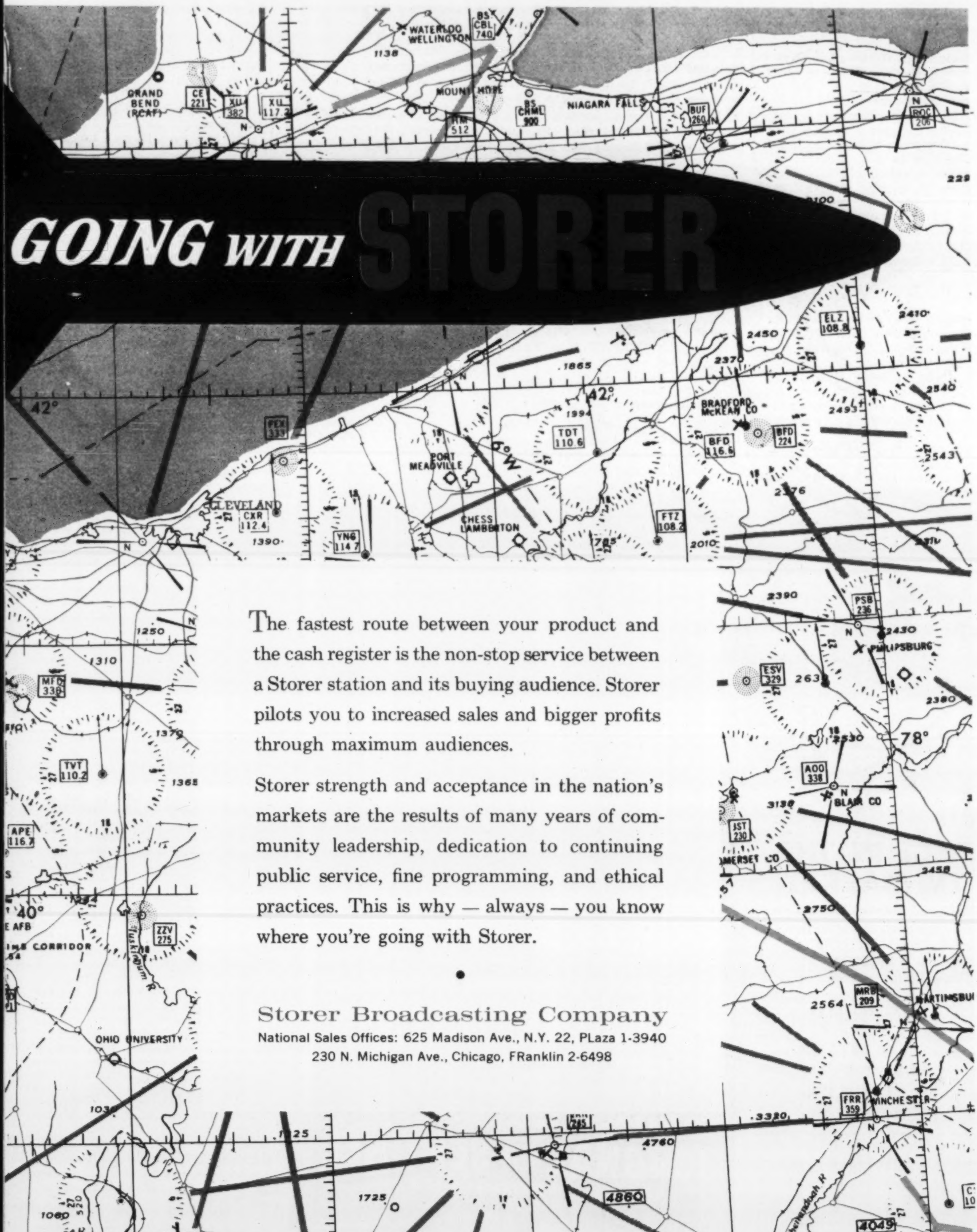
N. W. Ayer is the agency for both. #

Ellington Gets Darvan

Celanese Corp., which recently bought B. F. Goodrich Co.'s Darvan synthetic fiber division, has named Ellington & Co., New York, which already handles other Celanese advertising, to handle Darvan. The account, formerly handled by Griswold-Eshleman, Cleveland, has been billing about $90,000, mostly in magazines and newspapers.

Shirley Henschel to Siesel

Shirley Henschel, formerly with Louis Marx & Co., has joined Harold J. Siesel Co., New York, as publicity account executive.



The fastest route between your product and the cash register is the non-stop service between a Storer station and its buying audience. Storer pilots you to increased sales and bigger profits through maximum audiences.

Storer strength and acceptance in the nation's markets are the results of many years of community leadership, dedication to continuing public service, fine programming, and ethical practices. This is why — always — you know where you're going with Storer.

•

Storer Broadcasting Company
National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940
230 N. Michigan Ave., Chicago, FRanklin 2-6498

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Barber-Ellis to McCann

Barber-Ellis of Canada Ltd., Toronto, manufacturer of envelopes and stationery, has moved its $75,000 account from D'Arcy Advertising Co. to McCann-Erickson (Canada) Ltd. The account followed Month Altenbernd from D'Arcy to McCann, where he is exec vp of account services.

Bailey Joins WJW

Storer Broadcasting Co. has appointed James Bailey, formerly managing director of WAGA-TV, Atlanta, managing director of WJW, Cleveland radio station. Mr. Bailey, who earlier was with other Storer stations in Birmingham, Ala., and Toledo, replaces Paul E. Mills, who has left Storer.

JWT Names Pullam VP

Paul Pullam, an account supervisor in the Montreal office of J. Walter Thompson Co., has been appointed a vp.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

General Outdoor Offers Package of N. Y. Grocery Sites

NEW YORK, Jan. 26—General Outdoor Advertising Co. has devised a new way to get into point of purchase advertising in the grocery field.

A new plan offers advertisers 24-sheet poster showings in the immediate vicinity of supermarkets. A package of 50 panels in the Manhattan-Bronx area, 50 in Brooklyn and 30 in Queens costs $9,750 a month—a premium rate because of the hand-picked locations, according to General Outdoor.

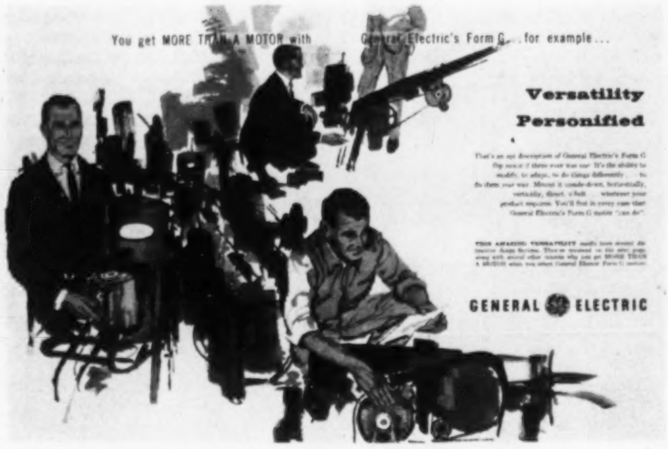
Early users of the plan include Tootsie Rolls (Sweets Co. of America), Our Own gefilte fish and Stella-D'Oro bakers.

GOA said the program to lease space for the plan has been under way for a year. "The large, colorful displays are a sure bet to capture the attention of New York's millions of impulse buyers," said Burr L. Robbins, president of GOA. "Furthermore, poster point of purchase ads cannot be displaced by competitors or tampered with by customers."

The plan is available only in the New York market. #

Aeroquip to Waldie & Briggs

Aeroquip Corp., Jackson, Mich., manufacturer of industrial hose and hose accessories, flexible fluid piping and reusable fittings, has appointed Waldie & Briggs, Chicago, to handle advertising for its industrial distributors program, effective April 1. The account, which bills about $140,000, formerly was handled by Fred M. Randall Co., Detroit, which will continue to handle all other Aeroquip advertising.


You get MORE THAN A MOTOR with General Electric's Form G . . . for example . . .
Versatility Personified
GENERAL ELECTRIC

VERSATILE MOTOR—*Stylized artwork and conversational copy mark new campaign by the apparatus sales division of General Electric, Western Spring, Ill., for the Form G motor. The three page ads, of which the spread section is shown here, will run during 1960 in Electrical Manufacturing, Product Engineering and Purchasing. Third page, following this spread, gives more technical details on the motor. G. M. Basford Co. is the agency.*

Watkins Joins 'Florida Grower'

T. Randall Watkins, formerly eastern advertising manager of *Family Weekly*, has joined Florida Grower Publications, Tampa, as advertising director. Harris H. Mullen, president, said Mr. Watkins will direct all advertising sales and management for *Florida Grower & Rancher* and *Florida Trend* magazines. Mr. Watkins has served as western manager for *Living for Young Homemakers*, Chicago, and was a member of the Chicago sales staff of *Newsweek*.

Revell Plans '60 Campaign

Revell Inc., Venice, Cal., toy maker, will use spot radio and tv, magazines and movie films to advertise its model kits during 1960. The 30-second movie films will be shown in 5,000 U.S. theaters. The radio-tv spots will run in 200 markets. Revell's magazine schedule includes color pages in *Boys' Life*. Cunningham & Walsh, Los Angeles, is the agency.

PR Club Offers Course

The Publicity Club of Chicago will offer a 10-week course on "Practical Publicity," with weekly lectures by executives from media and public relations staffs. The ten-week course—from Feb. 2 to April 5—will feature two classes each Thursday evening at 123 W. Madison St. Course fee is $20. Anthony Marcin, *Chicago Tribune*, is course director.

Hartnett Joins Blackburn

James E. Hartnett has resigned as national sales manager of *American Restaurant*, Chicago, and will join Blackburn Publications, New York, Feb. 1 as midwestern representative of *Modern Server & Spirits Store* (formerly the *Server*), with offices in Chicago.

Eric Marder Forms Company

Eric Marder has resigned as vp and supervisor of market research of Kenyon & Eckhardt, New York, to organize his own research company, Eric Marder Associates, with offices at 51 E. 42nd St., New York.

Moulton to Thomson-Leeds

Shirley H. Moulton has joined Thomson-Leeds Co., New York, as a sales executive. Mr. Moulton was formerly with the Forbes Lithograph Co., Boston.

Michelson Moves Offices

Paul O. Michelson Advertising Agency, Palo Alto, Cal., has moved to new offices at 991 Commercial St.

'Electronic Tech' Can't Get Critical Ad in 'World-Telly'

NEW YORK, Jan. 26—*Electronic Technician*, a business paper covering the electronic service and repair field, reached out to tweak the editorial nose of the *New York World-Telegram & Sun* this week—but the big daily refused to sit still.

Piqued at a series of articles—called "The Great Service Slump"—currently running in the daily, *Electronic Technician* scheduled an ad in the newspaper comparing the "crooked technicians who soak their customers" with "newspaper men who take payola." But according to Al Forman, editor of the trade publication, the ad was rejected last week as "unacceptable."

"They didn't say why it was unacceptable," said Mr. Forman, "they just said it was unacceptable."

■ The would-be ad, a three-column unit headed: "Do newspaper men take payola?" drew a parallel between the "honest and dependable service technicians" and the "overwhelming majority" of honest newspaper men who have suffered because of "unethical colleagues."

"Yes," said the rejected copy, "reporters and columnists have been publicly exposed for being on the payroll of individuals interested in planting slanted stories. Newspaper men have admitted taking exorbitant fees for 'goodwill' appearances. And they have been exposed for lying about nonexistent attempts to bribe them.

"What about the thousands of newspaper men who never took a nickel that they didn't sweat for? Are they unjustly smeared by inflating the stories about a few of their unethical colleagues?—You bet they are.

"But that's exactly what the *World-Telegram* is doing in its series of distorted reports of the 'great service slump.' Its first report doesn't even mention the fact that there are honest and dependable service technicians. This series is nothing more than shoddy, sensational journalism at its worst." #

Helene Curtis Names Five

Helene Curtis Industries Inc., Chicago, has promoted Jack K. Lipson from advertising manager to director of advertising. Donald H. Hall has been named his assistant. Irving Koppel has been appointed new products manager, and Lynn Boland, William J. McCartney and Edward K. Shukur have been named product group supervisors.

Hartman Names Rehbock

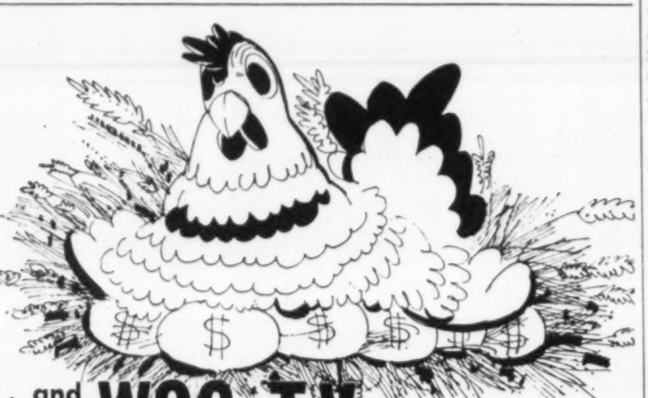
Robert K. Hartman Co., Long Island City, N. Y., manufacturers of marine radio communication equipment, has named Rehbock Advertising, New York, to handle its national advertising for its ship-to-shore radio line and two new marine products to be introduced in the spring. Howard K. Harkavy is the previous agency of record.

Marson to Lambert & Feasley

Jack Marson, formerly merchandising manager of Geyer, Morey, Madden & Ballard, has joined Lambert & Feasley, New York, as a marketing executive on products distributed through grocery channels.

Sawyer-Ferguson Elects Four

Clark H. Stevens and Walter L. Guy, vps of Sawyer-Ferguson-Walker, newspaper representative, have been elected directors, and Robert F. Jobson and C. Richard Splittorf have been elected vps.



. . and WOC-TV
FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET
(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

POPULATION	1,632,100*
FARM POPULATION	322,300
EFFECTIVE BUYING INCOME	$2,879,387,000*
GROSS FARM INCOME	$1,213,506,000
RETAIL SALES	2,042,037,000*

*Sales Management's "Survey of Buying Power — 1959"

WOC
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shafer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
TV channel 6
NBC
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

SELLING IN NORTH CAROLINA CALLS FOR THE

BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

WINSTON-SALEM
JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

REP. KELLY-SMITH COMPANY

ST. MORITZ

—wonderfully refreshing!

REFRESHING—*Alpine scenes dominate St. Moritz print ads to carry out the "wonderfully refreshing" theme of the cigaret, South Africa's first domestic mentholated cigaret.*

South Africa Gets Its First Menthol Cigaret—St. Moritz

CAPE TOWN, SOUTH AFRICA, Jan. 26—St. Moritz, the Union of South Africa's first domestic mentholated cigaret introduced a scant six months ago, has already gained nationwide distribution.

The brand, inspired by cigaret trends in the U.S., was first test marketed last July in Cape province by Cavalla Ltd., Cape Town, the union's third largest cigaret manufacturer.

According to Bernstein, Wilson & Robinson, Cape Town, the St. Moritz agency, the proposed test period of three months was abandoned after only a month, when consumer acceptance of the brand appeared so good that national distribution was immediately undertaken.

■ Advertising of St. Moritz has been in newspaper color ads, radio and point of purchase. The whole introductory campaign theme has been "St. Moritz—wonderfully refreshing!" dramatized with Alpine scenes in the print ads.

Prominent on the simple blue package with white print is "filter king size with just a hint of menthol and mint." The advertising emphasizes that this light flavoring results from a process that adds no foreign substances whatsoever to the tobacco, the paper or the filter tip.

The brand is sold in both 20-cigaret packs, for one shilling, ten pence (about 26¢), and in 30-cigaret packs, for two shillings, nine pence (about 38¢). The 30-cigaret packs are becoming popular in South Africa, according to the agency. #

'Western Construction' Splits

Western Construction, published by King Publications, San Francisco, is now offering advertisers split runs in its three major marketing areas: the Southwest and Hawaii (Zone A), the Northwest and Alaska (Zone B) and the mountain states (Zone C). Zone A's circulation is 9,993, Zone B's is 5,127 and Zone C's is 3,088. The total is 18,208.

Cummings, Brand Changes

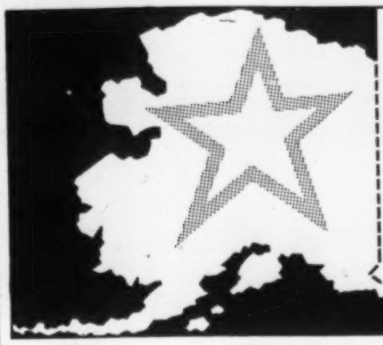
Cummings, Brand & McPherson, Rockford, Ill., formerly a partnership, has incorporated and changed its name to Cummings, Brand, McPherson Associates Inc. Officers are James R. McPherson, president; William W. Jones, vp; Roger M. Porter, secretary; Richard L. Blewfield, treasurer.

FTD Buys Two NBC Operas

Florists' Telegraph Delivery will sponsor the final two productions this season of the NBC Opera Co. on NBC-TV—"Cavalleria Rusticana" Jan. 31 and "Don Giovanni" April 10. The increased ad budget to buy the operas resulted solely from increased flowers-by-wire business, according to Ralph Bachman, chairman of FTD's marketing committee.

Keeling Joins Roman

John M. Keeling has joined the creative staff of Roman Advertising Co., St. Louis. Mr. Keeling was formerly a copywrite. with Commercial Letter Inc., St. Louis.



Want to Sell- ALASKA?

Sell the prosperous people of our booming 49th state through Alaska's Daily Newspapers—*The Ketchikan News, The Anchorage Daily Times* and *The Fairbanks Daily News-Miner*. There's gold in this vital northland market. Call your West-Holliday man now!

REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

One 10-goal man doesn't make a team...

Like the polo team, building today also takes four players. But one star performer doesn't make a building. In this era of research into new ways of building, of new products and improved mechanical equipment, the architect needs the help of the engineer and contractor. And more than that, he needs the understanding and approval of the client. So do you.

All buildings *start* with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And FORUM is the *only* magazine that has clients. In fact, FORUM is the *only* magazine whose growth keeps pace with the building industry itself.

With the biggest circulation in the field—60,000—FORUM *alone* is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers, 89% are concerned with building matters within their companies, and 63% of these companies are planning new building projects in the next two years.*

Only FORUM makes this goal:

FORUM DELIVERS THE ENTIRE SPECIFYING AND BUYING POWER OF THE BUILDING MARKET.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. 9 Rockefeller Plaza, New York 20, New York.

Gams Will Get Attention in Sparkle, Textured Nylon, Hosiery Ads Declare

Tints, Support Hose Get Support in Burlington, Supp-hose, Du Pont Ads

NEW YORK, Jan. 27—Hosiery ads, which for years were marked by the sameness of the product—sheer beige stockings "the more invisible the better," this year will promote a wide variety of tinted, textured, even sparkling, hosiery. Heavy promotion will also continue for support stockings.

Magazines and tv, both network and spot, continue as the major media, as the following sampling of major campaigns shows:

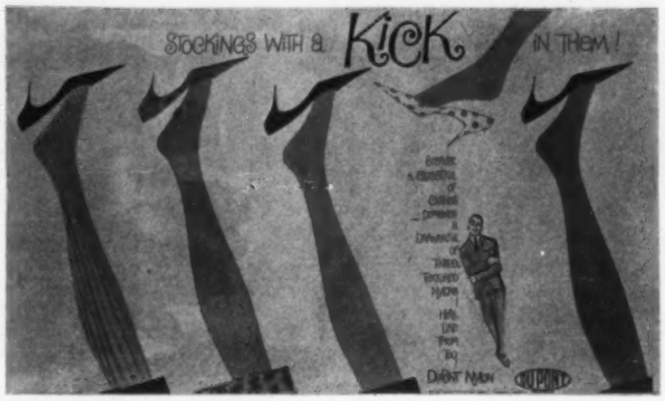
■ E. I. du Pont de Nemours has two campaigns going. One introduces "sparkling" hosiery; the other promotes the various tints and textures now available in nylon hoisery.

The new sparkling hose "flicker with 1,001 lights," according to the copy which is running in four magazines: *Glamour, Harper's Bazaar, New York Times Magazine* and *Vogue*. The ads, all four-color pages, will start the end of January and run through May. The ads picture a pair of legs clad in sparkling nylons, shown against a black background.

Du Pont's campaign on tints and textures opened with a color spread in the Jan. 24 issue of the *New York Times Magazine*. The illustration is a sketch of five high-kicking legs, each sporting a different shade of hose. The slogan: "Stockings with a kick in them." This spread will be followed by 13 half-pages, each picturing one of the high-stepping limbs. These ads will run January through May in nine magazines: *Glamour, Harper's Bazaar, Ladies' Home Journal, Life, Mademoiselle, McCall's, Seventeen, The New Yorker* and *Vogue*.

Both campaigns will be supported by tv commercials on the July 11 and 18 "June Allyson Show" (CBS-TV).

Batten, Barton, Durstine & Osborn is the agency.


STOCKINGS WITH A KICK IN THEM!
DU PONT

HIGH KICKING—*E. I. du Pont de Nemours & Co. opened its 1960 campaign for tinted, textured nylon hosiery with this color spread in the Jan. 24 New York Times Magazine. Half-page versions of the ad (showing only one high-kicking leg) will run in nine fashion and women's magazines. Batten, Barton, Durstine & Osborn, New York, is the agency.*

■ The advertising giant of the hosiery field is Supp-hose manufactured by Kayser—Roth Corp., New York. Introduced in January, 1958, via a three-month $1,266,000 campaign (AA, Jan. 13, '58), the stocking has enjoyed a 30%-50% increase in budget each season since.

Despite a slow sales beginning, the stocking achieved almost total distribution last year as it gradually gained popularity, primarily among older women and working women. The 1960 budget, according to the agency, Daniel & Charles, will run more than $3,500,000—an enviable sum for any fashion advertiser.

This season's campaign, running from February into May, will continue to use network tv, spot tv and b&w page ads in consumer magazines and in specialized publications. It will be augmented by an "accelerated" transportation schedule in five markets.

On network tv, the company is switching from its former schedule of two daytime and one nighttime show to one of each—the "Jack Paar Show" (NBC-TV) and Jack Linkletter's "On the Go" (CBS-TV). The company is also increasing its "prime nighttime tv spots and saturation daytime tv spots" in about 25 markets.

The print campaign will continue to use the illustration that first introduced the stocking two years ago, the one showing a fashionably dressed woman sitting down. The headline remains the same too: "On your feet a lot?" The copy starts out: "Busy at home—busy on the job—or going out for the evening—Supp-hose give you a wonderful lift. Supp-hose are the sheer all-nylon stockings that gently support your legs."

ON YOUR FEET A LOT?
YOU FEEL GOOD...LOOK GOOD...IN SUPP-HOSE STOCKINGS!
Supp-hose

FEEL GOOD, TOO—*In this ad Kayser-Roth urges the looks of its Supp-hose stocking, as well as their comfort, for active women.*

B&w pages will run in *Good Housekeeping, Life, McCall's* and *Reader's Digest*. Insertions also are planned in publications in specialized fields, such as education, nursing, hospitals and beauty, where women stand a great deal.

■ Burlington Hosiery Co. is concentrating on the fashion approach in advertising its Burlington support stocking, in hope of tapping a new market for support stockings. The company believes that women are convinced that such stockings will help their legs, but many will not wear them because they are concerned about how their legs will look in them.

To stress that its support stockings "are as glamorous as sheer nylons," print ads will compare the two stocking types. The photos will be leggy shots, with the headline: "Quick—which leg is wearing the Burlington support stocking?"

Copy will state that even though both legs look the same, one leg is wearing a regular sheer, the other a support stocking. The copy also will state that the photo is unretouched.

To alleviate skepticism of this advertising claim, in these skeptical days, the company invited representatives of three magazines to be present at the photography sessions. One was witnessed by Bert MacMannis, eastern ad manager of the *Reader's Digest*; at another session Edward Morehouse, New York manager of the *Ladies' Home Journal*, was present. Another onlooker was Kay Austin, chief censor of *McCall's* committee on copy acceptance. A b&w page will run in *Good Housekeeping*, as well as the *Digest*, the *Journal* and *McCall's*. The company is also planning a test tv spot campaign in a few markets.

■ Besides stressing its support stocking as "the fashionable answer to leg fatigue," the ads are listing four main selling points—"two-way stretch nylon tops, full-freedom foot, comfort cushion soles and a softer, sheerer look."

For its Cameo brand of Shapemaker stockings (stretch stockings, although never described as such in ads), Burlington has scheduled a series of two-color ads in six magazines this spring: *Glamour, Harper's Bazaar, McCall's, Ladies' Home Journal, The New Yorker* and *Vogue*.

Quick! Which is the Burlington Support Stocking?

PRETTY PINS—*Burlington Hosiery Co., in the text portion of this ad, promises to tell which stocking is which in spring issues of Good Housekeeping, Ladies' Home Journal, McCall's and Reader's Digest.*

The campaign will continue to use the poster-style drawings of Chuck Gruen, but this season they will show animals alongside closeups of legs. Headlines will be puns. For example, one ad shows a preening peacock with the headline, "Fit to be proud of."

Donahue & Coe is the agency for both Cameo and Burlington support stockings. #

Hardman Tool to Allen, Dorsey

Hardman Tool & Engineering Co., Los Angeles subsidiary of Dayton Rubber Co., has appointed Allen, Dorsey & Hatfield to handle its advertising. Al Essig Advertising, Studio City, Cal., is the previous agency of record. Allen, Dorsey has also been named to handle advertising for another Dayton subsidiary, Strato-Safety Equipment Corp.

Photronics to Pike & Becker

Photronics Corp., Flushing, N. Y., has appointed Pike & Becker, New York, to handle its advertising. Photronics, a new company located at 134-08 36th Rd., specializes in design, development and manufacture of high precision optical and electromechanical systems.

FIRST RATING!
#1
SYNDICATED
SHOW
IN
SEATTLE
"THE FOUR JUST MEN"
51.6%
SHARE OF AUDIENCE
25.5 RATING
Tops combined competition in this 4-station market. Wallops: Sea Hunt, Highway Patrol, The Vikings, Rescue 8, Whirlybirds.
Pulse/October, 1959
I T C
INDEPENDENT
TELEVISION
CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

WTRF-TV STORY BOARD
Ever hear of the Sultan who left a call for 7 in the A.M.?
Wheeling wtrf-TV
A couple employees of a big corporation were discussing their new boss over late-day martinis. "You just can't help liking the guy," said one. "If you don't, he fires you."
Wheeling wtrf-TV
One buy . . . one billing . . . guarantees a share of this multi-billion dollar Wheeling wtrf-TV Market.
Wheeling wtrf-TV
SOFT SELL . . . A man was walking along a dimly lighted street, when suddenly a stranger slipped from the shadows and stopped him. "What do you want?" the man asked nervously.
"Would you be so kind," said the stranger plaintively, "as to help a poor unfortunate fellow who is hungry and out of work? All I have in this world is this gun!"
Wheeling wtrf-TV
SURE SELL . . . and big sell . . . nearly Two Billion Dollars in retail sales are rung up annually in the Wheeling WTRF-TV Market. Are sales here ringing up for you?
Wheeling wtrf-TV
From the WTRF-TV Fictionary of Definitions:
Gigolo: man going around carrying a touch.
Reputation: character less what you've been caught doing.
Wheeling wtrf-TV
George P. Hollingberry for data on Wheeling wtrf-TV!
CHANNEL SEVEN • WHEELING, WEST VIRGINIA

FIRST RATING!
#1
SYNDICATED
SHOW
IN
LOS ANGELES
"THE FOUR JUST MEN"
26.3%
SHARE OF AUDIENCE
15.3 RATING
Tops all competition in this 7-station market. Wallops: Sea Hunt, Highway Patrol, Mike Hammer, Whirlybirds, State Trooper, etc.
ARB/November, 1959
I T C
INDEPENDENT
TELEVISION
CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

N.J. Takes Escheat Case Against S&H to Top State Court

TRENTON, N. J., Jan. 26—The state of New Jersey is taking its thus far unsuccessful escheat case against Sperry & Hutchinson Co. to the state's supreme court.

The state is attempting to gain custody of $7,615,836 as the value of trading stamps unredeemed for five years, and to gain outright ownership of $5,472,665 as the value of stamps unredeemed for 14 years. The state argues it can do this under the New Jersey escheat law which permits the state to claim abandoned property.

The state lost its initial court attempt at this four years ago (AA, Feb. 6, '56) and has since lost in both the superior court (March 10, '58) and in the superior court's appellate division (July 27, '59).

■ The newest action, lodged with the supreme court by special state Attorney Elmer J. Bennett, is a request for a reversal of the lower court decisions.

The state's case continues to rest heavily on S&H's calculation that 5% of its stamps will not be redeemed. S&H says this figure is only a bookkeeping estimate used to set up company reserves, but the state regards this as a clear acknowledgement that that amount of stamps is in fact a cash value abandoned somewhere by someone.

The appellate division, substantially upholding lower court findings, ruled last summer that "obviously the state does not know and cannot prove the identity of the persons to whom the stamps were issued prior to the cutoff dates. Much less can it prove which of the holders did not redeem their stamps!"

The supreme court has reserved decision on the state's request for a reversal. #

Award Program for McCann

McCann-Erickson, New York, has awarded one week's extra salary to employes of the non-management group. The payment is in addition to a Christmas bonus given in December and is part of a new two-year awards program, planned to give "recognition for outstanding contributions in behalf of clients by the staff at large and by individuals." Additional payments of one week's salary will be made, depending "on the company's progress in achieving its goals." For the management group, awards in the form of cash and/or stock will be made to the group as well as to individual staff members "whose job performance qualifies them for extra compensation."

Y&R Realigns Executives

Wilson H. Kierstead, vp and supervisor in the contact department of Young & Rubicam, has been appointed director of the merchandising department. He succeeds Eldon Smith, who has been vp in charge of merchandising and who now becomes a management representative on accounts. Hadley P. Atlass, vp and associate director of merchandising, has been named manager of the merchandising department, succeeding Earl Angstadt, who has been reassigned as an account supervisor. Eugene M. Skinner, associate director in merchandising, has been named a vp.

McNamara Joins Atlantic TV

James V. McNamara, formerly assistant general manager, national sales manager and film buyer at WALA-TV, Mobile, Ala., has been named to the new post of general sales manager at Atlantic Television, New York tv film distributor.

McKim Names Longmore Chairman, Roach President

D. E. Longmore, since 1953 president of McKim Advertising, Montreal, has been elected board chairman succeeding James Baxter. The new president is H. D. Roach, a onetime Young & Rubicam executive who became marketing and research vp for McKim in 1952. C. D. Dennis Jr. is the new exec vp.

Continuing in their former posts are W. L. Charland, vp and secretary; L. R. Okill, treasurer, and H. R. McDougal, vp and director. Mr. McDougal was also formerly chairman of the executive committee but has now resigned that post. The whole reorganization, affecting McKim's offices in Montreal, Toronto, Winnipeg and Vancouver, is described as a prelude to an agency expansion.

Niagara Names Warner

Niagara Transformer Corp., Buffalo, manufacturer of power transformers, has appointed Harold Warner Co., Buffalo, to handle its business paper advertising, direct mail and catalog preparation.

Meyers Aircraft to Creative

Meyers Aircraft Co., Tecumseh, Mich., has appointed Creative Advertising Agency, Grand Rapids, to handle its national advertising, publicity and public relations.

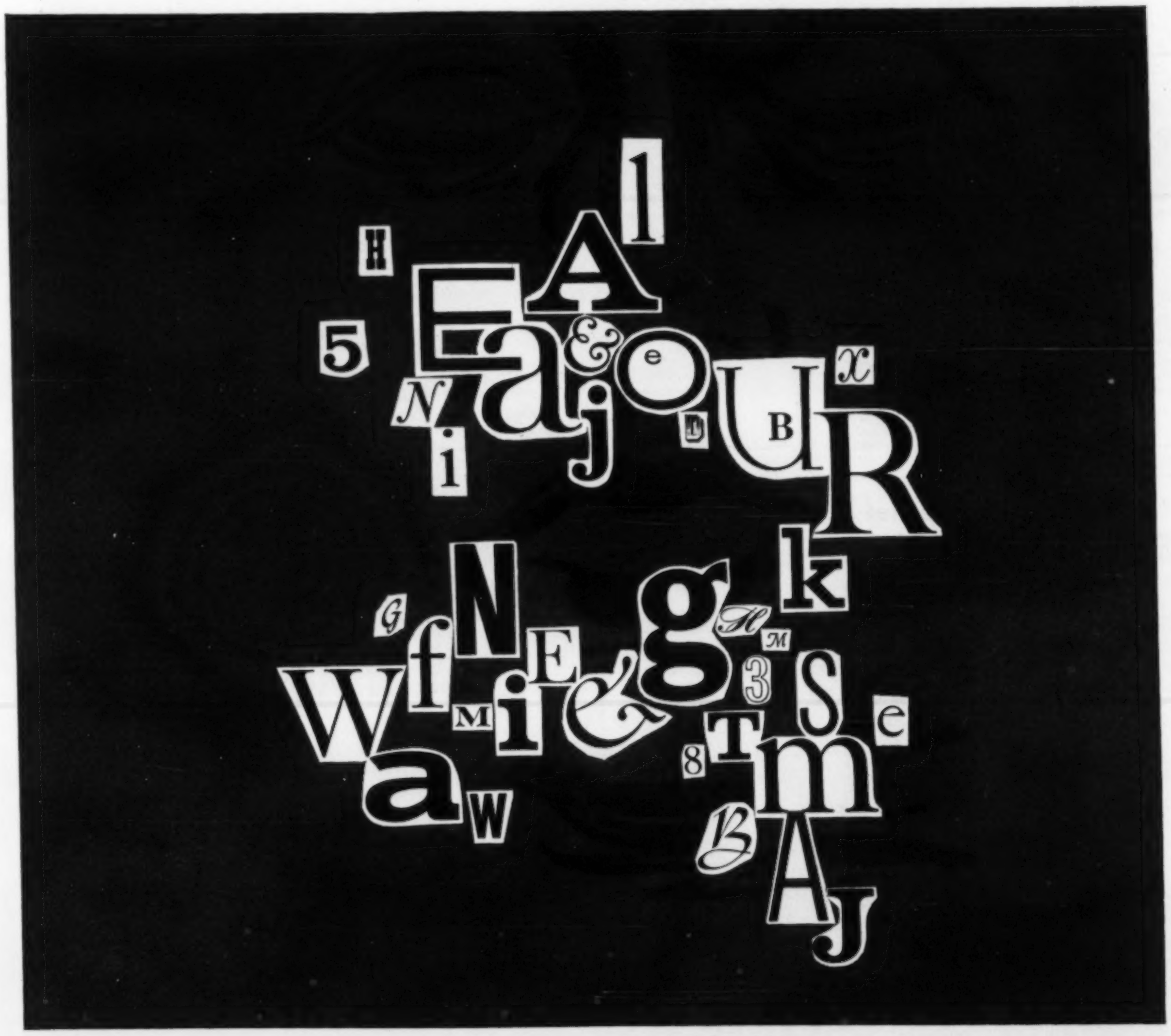
Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

DESIGN / BRUCE BECK

[redacted]
typography is a language



Typography is more than exact letter symbols; it is a language in itself, speaking in the unmistakable overtones that convey meanings far beyond the printed words.

MONSEN typographers, inc.

LOS ANGELES: 960 WEST 12TH STREET
CHICAGO: 22 EAST ILLINOIS STREET

pinpoint magazine coverage in your market(s) with...

locally edited gravure magazines

Sunday
Empire
Sunday Magazine
Texas
Journal and Constitution
The Courier-Journal
MAGAZINE
APRIL 26, 1959

in Louisville...in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best . . .
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

Feature Section

Advertising Age

Volkswagen Thinks in Reverse

How Not to Choose an Agency

Culture in Prime TV Time

Druggists Inconsistent: Weiss

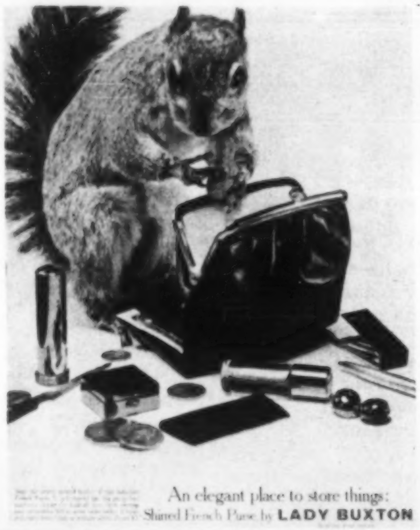
Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'The Danger Is Mistaking Technical Skill for Creative Ability' . . .

Research, Marketing Alone Can't Make Good Advertising; Freshness, Originality Come First, Says Bernbach

Persuasiveness is an art that no amount of research and plans will replace, William Bernbach insists. "What is the use of saying all the right things in the world, if nobody is going to read them?" he asks. "And, believe me, nobody is going to read them if they are not said with freshness, originality and imagination." Many advertisers spend heavily on everything but persuasiveness, he asserts, and so waste money. Here is the text of an engaging speech by Mr. Bernbach, in which he argues his case in one of his rare public appearances—this one in Chicago before the Advertising Executives Club.


An elegant place to store things:
Shined French Purse by LADY BUXTON

SHARP—*This DDB ad for Buxton won kudos from AA's Andy Armstrong for sharp idea.*

By William Bernbach
Senior Vice-President and Creative Director, Doyle Dane Bernbach, New York

The essence of advertising is to persuade and move people. Research is not going to do that for you. Marketing is not going to do that for you. The most thorough and impressively written plan in the world is not going to do that for you. You can say all the right things in an ad but if nobody is going to listen, where are you?

My discourse here is a plea to put as much effort and thought and energy into the development of the *art* of saying things with the greatest effectiveness as you have put into the so-called practical aspects of your organizaton. What can be more practical than ads that get looked at? What can be more practical than a message so movingly worded and pictured that its reader is spurred to action?

It is our belief that every other activity in our business is a prelude, however important, but just a prelude, to the final performance which is the ad; that the measure of that performance is its persuasion; and that persuasion is not a science easily learned like an equation, but an art that can reach inspired heights only by a deeply personal intuition.

▪ In his great book, "Jean Christopher," Romain Rolland makes the point: "A sick, passive man's words may go completely unheeded; but a healthy, vital, energetic man uttering the same words may rock the world." It is this energy, this vitality, which an ad, too, must have and this, too, cannot be provided by research, by marketing, by impressively written plans.

Why should anyone look at your ad?

The reader doesn't buy his magazine or tune in his radio and tv to see and hear what you have to say. What brand of vanity or indifference leads an advertiser to believe that he can, so to speak, sit alongside world-shaking events like the Berlin crisis and the armaments race and even be noticed? Your reader is confronted daily with history-making news. His papers are full of sensationalism. The shocking news item is becoming a regular part of his news diet.

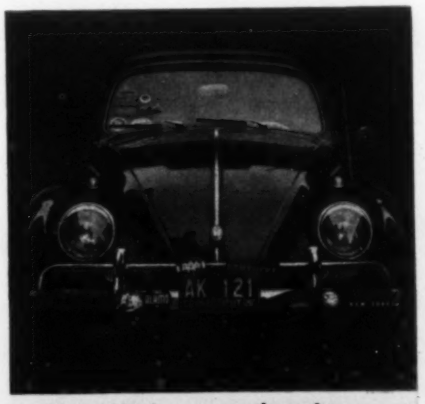
How to Pierce 'Wailing Wall' of Competition Crying Wares

With this deafening roar of frightening conflict beating about his ears, how do we expect him to hear our advertising story? How are we going to pierce this wall around him—this wall of violence? And if we pierce this wall, how are we going to get through that second wall. . . that almost impenetrable wailing wall of competition crying their wares?

▪ I suppose the constant shooting of coins against these walls will finally penetrate. But this is a long and costly way to attack. This is a strategy which we and our clients in the beginning could not afford. We had to make one ad do the work of ten. Now it's a habit—a habit that we hope never dissipates itself, because we find it freshens the spirit to do fresh things in your work.

If you, too, cannot afford or are not willing to depend on the weight of a tremendous budget to crash through the walls of consumer resistance, then you must agree that the hackneyed, the passive, the trite doesn't stand a chance. Only a message with a tremendous vitality carried in a dramatic graphic treatment will ever reach your consumer.

What, as we have said, is the use of saying all the right things in the world if nobody is going to read them? And, believe me, nobody is going to read them if they are not said with freshness, originality and imagination—if they are not, if you will, said "different." The most criminal waste of a company's money is that spent on advertising the public is indifferent to.

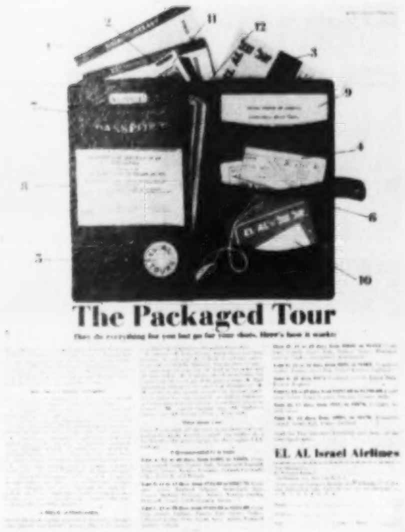


CRISP—*Volkswagen campaign created by DDB has won much critical acclaim for its crisp effectiveness. (See next page.)*

The 'Feel' of an Ad Speaks as Powerfully as Words

A company will spend years in research and hundreds of thousands of dollars to create a point of difference for its product, and then use run-of-the-mill advertising to convey that difference to the people. Why? They must know that the "feel," the tone, the appearance of an ad speaks as eloquently as words for its product. They must know that if their ad looks like all others, their product will be classed with all others. So often the words are saying, "look how different I am" while the total ad says, "pay no attention to what I say. I'm really one of the boys." These ads are like fugues with this exception: there are two different themes but no harmony between them. This is no way to make music.

I am absolutely appalled by the suggestion—indeed the policy—of some agencies that, once the selling proposition has been determined, the job is done; that *anyone* can take it from there and complete the ad. Well, I don't think the job is done, at *all*. It's exactly at this point that we really need superior writers and artists. It's exactly at this point that we need, not word and picture mechanics, but imaginative, original craftsmen who can take that selling proposition and, through the magic of their artistry, get people to see it, get people to remember it. *Not* to do this is inefficient and wasteful. It's like putting a terrific motor in



THE MOST—*Most talked about travel ads in years are those by DDB for El Al Israel Airlines.*

a broken down automobile body. Our auto industry knows what a disastrous mistake this would be, yet it hasn't learned to relate this lesson to its advertising.

■ Yes, the selling theme is important, very important, *but it is not enough.* I am tired of the implication that you must take your choice between being sound and dull on the one hand and unsound and provocative on the other. I say an advertiser is being short-changed if you are not giving him advertisements that at the same time are both sound *and* provocative.

If the supremacy of creative intuition is not yet established in your own mind, let me read you this quote. It is from the writings of an eminent scientist:

> "The supreme task of the physicist is to arrive at those universal elementary laws from which the cosmos can be built up by pure deduction. There is no logical path to these laws; only *intuition*, resting on sympathetic understanding of experience, can reach them."

The gentlemen who uttered these words was Albert Einstein.

■ It's good business to give the creative man confidence in himself. Provide him with research but don't shackle him with it. In this way we may help refine an intuitive sense in him that will be years ahead of any research.

13-year-old Memo Still Sounds Good

Some time ago I ran across a letter which I had written to my boss in the last agency I worked at. I was vice-president in charge of creative work at this agency and we had just been awarded several juicy accounts. I was proud of the work we were doing but I was concerned with the problem of maintaining high creative standards in the face of the need to expand rapidly. This was the subject of the letter. I read it to you now because I am struck by the accuracy with which the thoughts in this letter match the very principles upon which we have built our own agency. I thought perhaps you, too, might find it interesting. Here is the letter:

5/15/47

"Dear ——————:

"Our agency is getting big. That's something to be happy about. But it's something to worry about, too, and I don't mind telling you I'm damn worried. I'm worried that we're going to fall into the trap of bigness, that we're going to worship techniques instead of substance, that we're going to follow history instead of making it, that we're going to be drowned by superficialities instead of buoyed up by solid fundamentals. I'm worried lest hardening of the creative arteries begin to set in.

"There are a lot of great technicians in advertising. And unfortunately they talk the best game. They know all the rules. They can tell you that people in an ad will get you greater readership. They can tell you that a sentence should be this short or that long. They can tell you that body copy should be broken up for easier and more inviting reading. They can give you fact after fact after fact. They are the scientists of advertising. But there's one little rub. Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.

"It's that creative spark that I'm so jealous of for our agency and that I am so desperately fearful of losing. I don't want academicians. I don't want scientists. I don't want people who do the right things. *I want people who do inspiring things.*

"In the past year I must have interviewed about 80 people—writers and artists. Many of them were from the so-called giants of the agency field. It was appalling to see how few of these people were genuinely creative. Sure they had advertising know-how. Yes, they were up on advertising technique. But look beneath the technique and what did you find? A sameness, a mental weariness, a mediocrity of ideas. But they could defend every ad on the basis that it obeyed the rules of advertising. It was like worshipping a ritual instead of the God.

"All this is not to say that technique is unimportant. Superior technical skill will make a good man better. But the danger is a preoccupation with technical skill or the mistaking of technical skill for creative ability. The danger lies in the temptation to buy routineized men who have a formula for advertising. The danger lies in the natural tendency to go after tried-and-true talent that will not make us stand out in competition but rather make us look like all others.

"If we are to advance we must emerge as a distinctive personality. We must develop our own philosophy and not have the advertising philosophy of others imposed on us.

"Let us blaze new trails. Let us prove to the world that good taste, good art, good writing can be good selling.

Respectfully,
Bill Bernbach"

■ And now that I have spent so much time urging freshness and originality, let me add quickly that doing it different is *not* enough.

This admonition is addressed specifically to writers and art directors. The recognition by management of the pre-eminence of creativity in advertising is not a license to be pretentious, or, to put it as unpretentiously as I can, it is not a license to be phony—to do abstract acrobatics on a page. Your job is to simplify, to dramatize, to use all your talents to make crystal clear and memorable the message of the advertiser. The toughest part of our job is to tear away all the things that get in the way of that message.

Pretentious Acrobatics Not Enough

Let's not blame everything on the boss or client. Let's take his mandates, unreasonable as they may seem, and turn them into something fresh and startling. It can be done. Remember, the surest way to lose our hard-won creative freedom is to do ineffective advertising.

Yes, your ad ought to make a noise so that it will be noticed, but not a senseless noise.

■ The primary responsibility of good creative people is not just to exercise creative freedom, but to know what is good creative work and what is merely pretentious acrobatics. With the tremendous increase in political and social pressures, with violence confronting us at every turn, with the fierce competition among advertisers, more and more it will take tremendous artistry with words and pictures to touch and move the reader.

So exposed is he to banalities, to self-conscious artificial attempts to arrest his attention, that he looks, but does not see; he listens, but does not hear; and what is worse, he does not feel. There has never been a greater challenge to your talents. To those of you who can meet that chal-

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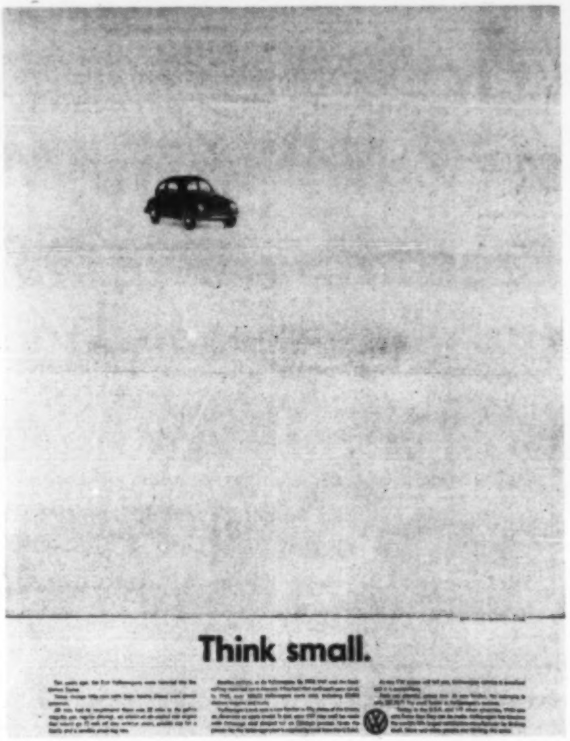
The Creative Man's Corner . . .

Think in Reverse


Think small.

Nothing is quite so arresting in an advertising caption as to take an expression that has long been accepted without any questioning whatsoever and question it. This Volkswagen headline does it. What could so quickly cause an American to stop and look and listen as to urge him to reverse his unquestioned assumption that, to be successful, one must think big?

What makes this headline particularly apt for the story it has to tell—that Volkswagen has become the world's fifth largest automobile manufacturer—is that the resolution proves the rightness of the verbal switch. In fact, neatly sums up the whole Volkswagen philosophy.

We like also the admission that these "strange little cars" have "beetle shapes." How more effectively kill off the opprobrium of beetle appearance than to frankly and, with a magnificent sense of humor, admit it? And once this has been done, why not brilliantly capitalize on the admission by saying "Beetles multiply; so do Volkswagens."

As in good mail order copy, these shrewd phrases and expressions have been used more than once in Volkswagen advertising. But what we like most of all is that the advertising thinks small, too. It does not wheel off into widely orbiting statements like so much of the advertising emanating from Detroit. It talks candidly and without any exaggeration whatsoever of the Volkswagen and what it so unmistakably has to offer. This we can only compliment as brilliant salesmanship. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Copywriter

NOW . . . AT LAST . . . THE NEW AMAZING
Gem of genius slowly blazing.
The one man who, without a doubt
Knows what this business is about.
The man who screams, when words are changed,
That all the changers are deranged.
Still, were he quieter or politer,
He wouldn't be a copywriter.

TOLEDO... city on the move!

December 22, 1959

$30 Million Improvements Projected In Downtown Plan

Program Envisages Parking Belt, Waterfront Park, Connectors To Expressway, Malls And Auditorium

A dramatic, new hub of Toledo is envisioned in a master plan for the downtown area announced today by the City-County Plan Commission.

rebuilding involving
vements alone.

January 3, 1960

Number Of Jobs In Toledo Area Up In Decade

Employment Climbs 14 Pct.; Shift Is Away From Industry And Into Service-Type Work

By SAM ALLEN
Blade Staff Writer

IN THE LAST DECADE

January 3, 1960

Edison Plans $66 Million Construction

5-Year Project To Meet Rise In Power Need

A $66 million construction program for the next five years was announced yesterday by the Toledo Edison Co.

An increase in power demand of about 7 per cent is expected in 1960, with $7,700,000 of the expansion funds due to be expended this year. Existing ca- meet the greater company said

January 4, 1960

Bell To Spend $8.2 Million

Toledo Phone Projects Outlined

Ohio Bell Telephone Co. will spend a reported $8.2 million in Toledo this year expanding services and equipping the new building on Erie Stre dialing

December 27, 1959

Port Building Sets Record, All Types Of Traffic Soar

TMT Doubles Size Of Warehouse; Presque Isle Change Spectacular

In terms of building the kind of facilities needed for a world port, 1959 was easily Toledo's biggest year.

For the Toledo-Lucas County Port Authority, 1959 saw the transition from hopeful planning and site preparation to ownership of a growing terminal that is actually in business handling cargo and yielding dollars-and-cents revenue.

Ocean ships were delivering cargo, from Volkswagens to Cuban molasses, at the Port Authority's Presque Isle terminal. Two years ago half of what is now the terminal was under water, the other half was desolate, scrubby, unev

acres of improved land, paved access road and ra spur are in service, and first two tenants have these improvements

► A 6½-

Expansion, new construction — you see activity like this everywhere you look in Toledo. With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers and will continue increasingly to offer national advertisers a market place of unusual opportunity. Fortunately, The Blade provides an intensive family coverage of its market that is matched by few newspapers in the nation.

THE BLADE *Daily and Sunday*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

lenge, who through the magic of your artistry can make the reader see, hear and feel, the rewards have never been greater.

For you are the insurance an advertiser takes out on all the facts that he wants to tell the public. For only you, working honestly and imaginatively, can bring those dead facts to life and make them memorable to all who see them. #

*Salesense in **Advertising** . . .*

How NOT to Choose an Agency

By James D. Woolf
Creative Consultant

James D. Woolf

Browsing through my bookshelves yesterday I came upon "How I Learned the Secrets of Success in Advertising." Written by G. Lynn Sumner, an agency president of considerable note, this book was published by Prentice-Hall Inc. in 1952.

In this helpful and timely volume I find two paragraphs that strike me as being especially noteworthy. These paragraphs deal with two temptations that sorely tempt the struggling agency of medium size. They are:

1. "The temptation to employ a man solely because he claims that he controls a certain volume of business. If he can bring it to you, he can also take it away. If you employ him, let it be because his services without the account are desirable. The business that comes to your agency should come on the basis of your all-around service, not because it is handled by an individual."

2. "The temptation to merge with another agency. Sometimes a merger is wise, but if it is to be considered, make sure that it is not a merger of weaknesses. Make sure that both agencies can contribute factors which complement each other, so that together they make for greater strength and better service."

▪ I wholly agree with these words of wise advice. Any agency so weak that it can acquire new clients only by hiring a man who controls an account (or accounts) will find, oftener than not, that it has no control over the man himself. The new man sits in the driver's seat and his word is law on everything pertaining to the account, including copy and all creative work.

In my opinion, which is based on intimate observation over a period of years, no agency should tolerate a situation whereby a single employe controls one or more of its accounts. This is not only a risky situation for the agency; it is also not the best procedure for the client. The client is entitled to occasional contact with the agency group (including the president) which produces his advertising. Strange as it may seem, I know some agencies which permit contact with the client only by the man in the driver's seat, the account executive.

▪ Any advertiser who willingly relies solely on the wisdom and judgment of one man is not getting as much as he should get from his advertising agency, assuming, of course, that the agency is staffed with competent people. If it isn't, he should find another agency, one of good repute, which offers him full agency service.

This business of peddling "vest pocket" accounts, which is today more prevalent than ever before, is good neither for advertising nor advertisers. Choose your agency on the basis of its complete organizational know-how. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

Looking at Radio and Television . . .

Culture in Prime TV Time

By the Eye and Ear Man

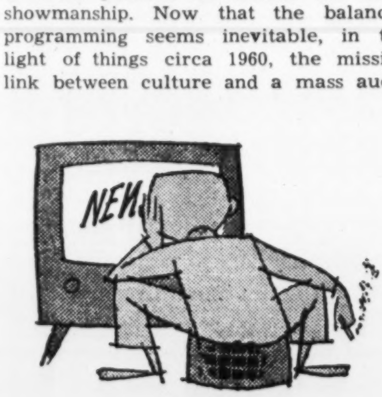
There is a great deal of pressure to program better shows with educational content in prime time. No doubt of it—this is a highly worthy project and should be sponsored by some lofty company with the need for projecting a proper corporate image. There is only one problem. Somebody forgot to create the brains to produce shows like these.

There have been several noble experiments in prime time. AT&T for a number of years has programmed a science series. This series covers many learned subjects, and a lot of money has been spent on it. Unfortunately, the content is either too childish for a mass audience, or hodgepodge, or dull. This does not mean that it should not continue, but for the present, it is merely an audience chaser.

▪ Other lesser attempts have been in the field of medicine—a varied assortment of medical shows have covered fields vital to the human being. But, alas, these shows have featured learned scientists, who are tops in their field and would have flunked the most elementary course in acting or communications.

The news programs, election coverage and public events reporting by television have been much better. So have the great plays, ballets and great music, in the sparing doses in which they have been presented. The discussion shows in marginal time have been unimaginative, but smoothly produced and provocative.

▪ The major ingredient missing in most of these pursuits of culture has been showmanship. Now that the balanced programming seems inevitable, in the light of things circa 1960, the missing link between culture and a mass audience must be developed or television as an advertising medium will suffer lost mass circulation, which will seriously affect its rate structure as sets in use drop off.



For some reason or other, the last quarter of 1959 showed a percentage drop in sets in use. There have been many armchair explanations of this trend, but they have been mostly mother-in-law surveys without scientific confirmation. The comments were, "There's nothing more to watch on television," or "I'm tired of the same old shows and faces," or "We wouldn't be caught dead with the set on, anymore."

▪ In general, the leading shows this year were the leading shows last year although their circulation did not rise over the established top circulations for the past several years. A few new shows seemed to rise above average but they were very limited. Fatigue set in on some established favorites as it inevitably must after a five-year run. The exception to this general fatigue rule comes in the variety and dramatic categories.

Now all this leads to a simple conclusion: Television needs fresh programming, fresh faces and culture with sugar coating for the masses, if it is to grow in circulation and still the cries of its vocal critics, the intelligentsia. No one will disagree with that conclusion. Neither will anyone be able to execute the request.

The major axiom that emerges in mass programming is that quantitative programming, subjected to a relentless time table, can lead only to mediocrity of product. Someone must turn out 125 evening programs, 39 times a year. A week of rehearsal or planning is necessary to complete a single show and longer than that for an hour. Perfection comes only from the leisure to reject and reject until a high state of polish has been achieved. Thirteen weeks of rest in television cannot accomplish that perfection.

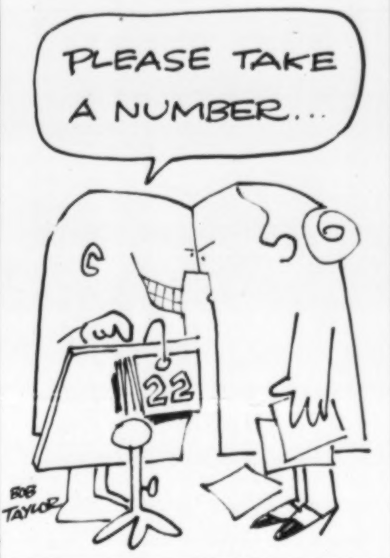
The answer, in part, to all of these questions is more special programs in prime time with more leisure to make them better, and more repeats of better programs. This means, of course, higher costs for the special program on which a crew of talented planners may spend up to six months in preparing. These shows may run two hours and should approach the best motion pictures in entertainment value.

▪ The regularly scheduled programs will be reduced in the number of originals and increased in the number of repeats. The pattern of 35 originals and 15 repeats with two special programs per year will become the order of the day. This gives the producers of the regular shows four months to plan and prepare better shows, and the producer of the special, six months, when it is remembered a show like "Maverick," which is first rate, has only 26 original shows a year and repeats each, this seems a realistic goal.

Sooner or later, there will be more specials and even fewer originals for the regularly scheduled programs. But the producers and writers of special shows must be developed in sufficient numbers to turn out outstanding literary efforts. It should be a matter of deep satisfaction to any writer or producer to come up with a fine work of art for a mass audience. It has creative satisfaction coupled with financial rewards.

The goal, then, is crystal clear. The method is still to be found that will guarantee results. Progress takes time and patience, and is often so gradual that it is almost imperceptible. Television is an industry that has had remarkable progress during its first decade. The next step is evolutionary, and it is happening now. Better balanced programs of better quality will be in evidence soon. #

ART & COPY



What They Were Saying 25 Years Ago . . .

Donald A. Laird of Colgate University, writing in Review of Reviews (AA, Jan. 12, 1935):

"When we ask the consumer why he buys a certain thing, he smiles blandly and says, 'Because it is cheap.' That is not the reason at all, we may be fairly confident. In fact, it is doubtful if he knows the why of most of the things he does or thinks.

"All the flapper may be aware of consciously, for instance, is that she wants, more than anything else, a riding habit to wear every minute of the day. She does not know, as the psychoanalyst does, that she wants this riding habit because it resembles masculine apparel and that she had gnawing in her unconscious the wish that she had been born a boy.

"Among women the desire to be more masculine is responsible for the sun-tan suit, the boyish bob, the boyish figure, the preference of office work to housework, of girls' athletic teams, of women spectators at such mannish sports as horse races, big league baseball games, or the ringside at Madison Square Garden. As for men, their coats must have padding in the shoulders to give them a masculine breadth . . .

"A hundred field workers can spend a month accumulating questionnaire information—'consumer research'—which will reveal the superficialities of human nature in relation to his product. A fortnight of study and converse by a single specialist who actually understands man's unconscious would more likely uncover the fundamentals in the human being through which the sales cost for the product could be hammered down."

Employe Communications . . .

Company Newsletters Blossom Out

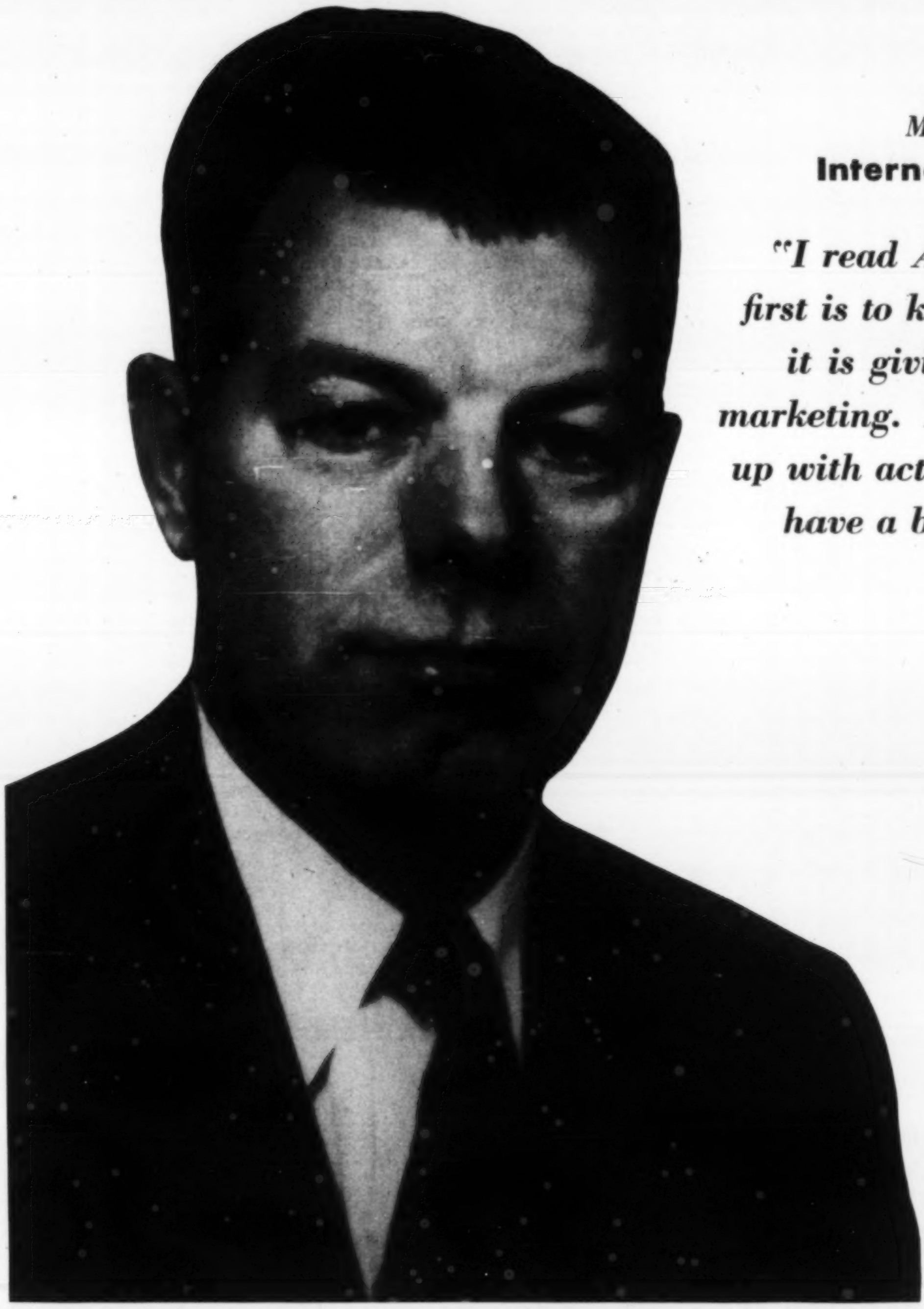
By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Kiplinger started something. In the past few years his idea of a newsletter as a device of communication, with a variety of publics, has been annexed by business all over the country. Probably in no department of the communicative art has it been more consistently imitated than in employe communications. The company without a newsletter these days is virtually without a tongue.

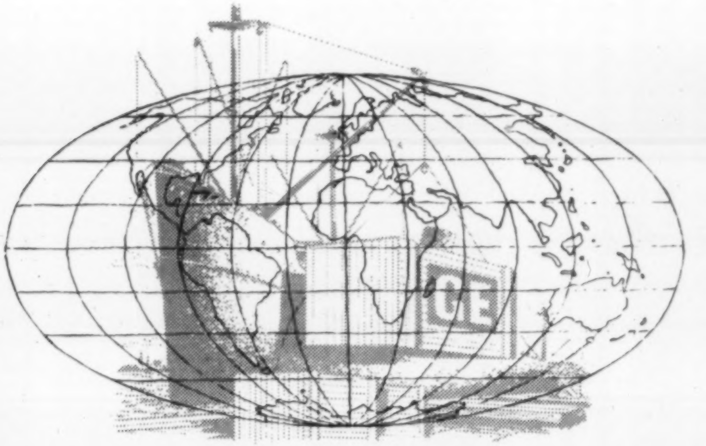
Companies have concluded that the

"It's Ad Age for domestic and international marketing news..."



says **GEORGE E. KENDALL**
Manager, Advertising & Sales Promotion
International General Electric Company

"I read Advertising Age for two reasons. The first is to keep abreast of the increasing coverage it is giving to international advertising and marketing. My second reason is, of course, to keep up with activities in the domestic field which often have a bearing on international operations."



Mr. Kendall entered international advertising immediately after his graduation from the University of Missouri in 1934. He joined the International General Electric Company at that time, and two years later was advanced to advertising and sales promotion manager. Except for World War II service as an intelligence staff officer and public relations officer, during which he rose to the rank of lieutenant colonel, Mr. Kendall has continued to guide the promotion of General Electric consumer and industrial products outside the United States and Canada.

A division of the General Electric Company, International GE operates in 136 markets, utilizing a network of totally owned affiliates in eighteen countries (five of which have local manufacturing operations), as well as several hundred independent franchised distributors throughout the world. Mr. Kendall is a former president of the International Advertising Association.

Advertising Age

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

newsletter is an ideal form of inexpensive, fast and lucid transmission. The company that prefers to remain dependent entirely on oral communication discovers, to its ultimate sorrow, that oral communication can lead to massive confusions, that it's best to backstop the oral with the written. Hold supervisory meetings regularly, by all means, but get out a covering memo on the meeting afterward if information you want retained has been disclosed.

■ In the early days of the company newsletter—both the letter sent to the employe group and the letter distributed to supervisors—the authors were hesitant to speak out on most issues. Their statements of company policy or comments on corporate programs were foggily phrased. Today that doesn't hold; the companies seem to sense that there is little point in being concerned with self-censorship. If they have something to say, they are often forthright in saying it.

A management newsletter that came across the desk this week talks frankly about Landrum-Griffin, tells why the company favored it, predicts what the company thinks the bill can accomplish after it's been in force a while. The newsletter harks back to the blast of James B. Carey, the IUE chief who threatened the scalp of L-G bill backers. The report of an NLRB election was noted, also the fact that the plant people at this particular location rejected unionization. One of the items involved the upcoming advertising program; the item told what the advertising was going to cost and why it was justified.

■ Four or five years ago, the management of this company would have preferred assassination to telling about new products on the drawing board. In this issue of the newsletter, the whole agenda for the coming year is discussed. (Wisely, the company probably now reasons that the competition knows it anyway.)

This newsletter reports quarterly earnings. In the same issue the management takes up a labor proposal to limit the flow of imported products and states the company view. ("This challenge can best be met by being competitive in pricing, through product innovation and improved manufacturing technology.")

Five years ago such corporate candor would have stunned many managements. Today a great many companies accept the formula, reasoning that there is little to be lost in coming directly to the point, and conceivably quite a lot to be gained.

On the Merchandising Front . . .

'So You Think Aspirin Is Harmless?'

By E. B. Weiss

I note that a local association of druggists has prepared a newspaper advertisement that is captioned, "So You Think Aspirin Is Harmless?" This interesting piece of copy goes on to point out that there are in this country, each year, a number of cases of accidental poisoning, "many caused by aspirin."

E. B. Weiss

This, of course, could very well be the case. After all, some people with allergies are poisoned by eggs. Actually, there is no item taken internally by any considerable number of people that does not adversely affect a tiny minority of the users.

Therefore, this piece of copy would not rate high as a public service, even if its objective were strictly non-commercial. Of course, in this instance, the objective is strictly commercial—in fact, strictly competitive.

■ In other words, this piece of copy goes on to say: "Because aspirin and many proprietary medicines are so powerful, we believe they should be purchased and handled with great care. In fact, we submit for your consideration the idea that all potentially dangerous drugs and medicines—including aspirin—should be sold only in licensed pharmacies by licensed pharmacists or pharmacy students in their last two years of college. Furthermore, these persons should be required to acquaint the purchaser with the nature and possible effects of the drug he is considering buying."

Very obviously, this is a direct attack on the competitive merchandising of certain drug items, including aspirin, by the food outlet and by other non-drug outlets. And this advertisement is, of course, simply a reflection of the growing concern of the drug outlet over the competition it is receiving from non-drug outlets.

■ This situation really has its comical aspects. In the first place, it was the drug outlet that was among the first to "pirate," if that is the proper word, non-drug lines that had been introduced into public acceptance by other outlets. Over 20 years ago, the query, "Where are the drugs in the drug store?" had already become a hoary bromide. Consequently, for the very outlet that pioneered diversification of inventory by classification to complain of other outlets that now follow this same program is, should I say, a bit unbecoming?

But even more comic is the drug outlet's remarkable ability to shut its eyes tightly to the very obvious fact that the drug outlet is selling so many "potentially dangerous drugs and medicines, including aspirin" in precisely the same way as is the food outlet!

In other words, the drug outlet has gone lickety-split to self-service and self-selection. The volume done by the drug outlet in so-called o.t.c. or over-the-counter drug items, is simply enormous.

■ As the phrase itself clearly indicates, these o.t.c. drug items are sold with little and usually no supervision whatsoever by a licensed pharmacist or "pharmacy student in his last two years of college." On the contrary, hundreds of "potentially dangerous drugs and medicines," many of them truly far more dangerous to far more people than aspirin, are out on attractive open display in the drug stores for impulse buying by the public under self-service and self-selection techniques.

As a matter of blunt fact, the shopper in a drug outlet can and does buy "potentially dangerous drugs and medicines" with no more supervision or control than happens when these same shoppers in this same outlet buy toys or books or phonograph records. (All of which, I might add, were initially marketed by other outlets.)

The drug outlet presumably maintains high ethical standards. It is also presumed that these high ethical standards are not even slightly tainted with commercialism. Of course, these presumptions or assumptions, as you will, have no basis in fact. The drug outlet is a commercial venture, and it is neither less nor more steeped in commercial practices than is any other major outlet in this nation.

■ There are some who believe that the drug outlet may have gone too far away from its original ethical standards. Some of these charges are based on the knowledge that today, perhaps 90% and maybe more of prescriptions are "prefabricated," and that the druggist does his darndest to hide this fact from the public.

My own conclusion is that our public in total was never better served by the drug outlet than it is today. On the other hand, I also conclude that for the drug outlet to set up straw men and then knock them down hardly adds lustre to this outlet.

The public will buy what it wants to buy more or less wherever it wants to buy it. That basically is why the drug outlet years ago went into non-drug items. It is also basically the reason why other outlets are now showing an interest in certain drug items.

■ I certainly do not take the position that *all* drugs and medicines should be sold sans the supervision of a licensed pharmacist, but I certainly do take the position that those drugs and medicines that the drug stores are selling through open display to the self-selection and self-service shopper should not be made verboten to, for example, the food outlet.

Over the years I have seen one type of retailer after another turn to the law to help him survive. I can remember when the independent druggist turned to the law to try to fight the mail order chains and the house-to-house canvassers—and I can remember when other types of retailers made similar attempts to survive.

Not one of these efforts succeeded because they were not truly in the public interest. Therefore, whether or not aspirin is entirely harmless, I am quite convinced that this current effort of the drug outlet to achieve an exclusive on *all* o.t.c. drugs is doomed to failure.

■ Insofar as the drug outlet is concerned, I suspect that instead of turning to a weazel sort of propaganda or to legislation, it would do better if it recognizes the verities of the existing situation and takes two basic steps:

1. Reforms and reorganizes in the line of present day circumstances rather than trying to perpetuate a decaying tradition and a myth.

2. Develops a new merchandising strategy in tune with the times.

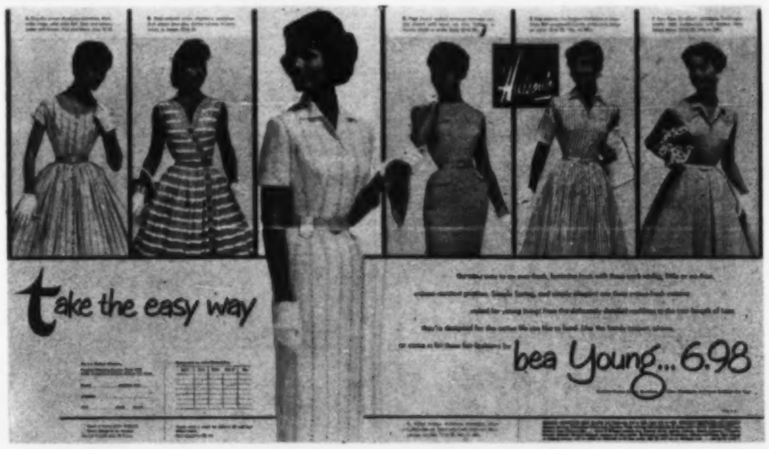
In this connection, I note for example that the drug outlet is also very much upset about the decided tendency of doctors and nurses to dispense prescription-type drugs in doctors' offices. The druggist contends that this involves dangers to the public but he also admits that most of these situations occur when requests are made for refills of prescriptions which have been dispensed by the physician himself. I think a query could be raised here whether the druggist really is so much concerned once again with public welfare or with his own pocketbook.

As an example of what merchandising thinking might do for the druggist rather than propaganda or pill waving, I might cite a program that is being considered by the California Pharmaceutical Assn. This would involve a fee of from $4 to $10 per month per family, as part of a prepayment prescription insurance plan.

I have no means of knowing at this moment whether this proposed prepayment prescription insurance plan has great merchandising merit; I cite it simply as an illustration of a way to meet competition.

Fundamentally, however, the druggist is in favor of free competition—so long as he is free to do as he wishes while all of his competition is effectively hamstrung. I rather doubt that this grand strategy will be at all successful. #

Learning from the Retail Ads . . .



The Excellent Sell—Poor Coupon Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Any time I need a good ad for any purpose, I can find it among Hudson's mine-run stuff.

This is a double-page spread from the *Detroit News Pictorial Magazine,* full color, Sunday. The cost of such space is about $2,800. The store was prepared with dresses at retail, worth well over ten times space cost. There was a sellout.

A whale of a lot of stores that think they know how to sell would like to do as well.

■ Hudson's almost invariably uses one or more of the five great headline ingredients. They almost invariably use general copy that is sense—not nonsense. They almost invariably use item descriptions that point up the essential information. They almost invariably whet the reader's desire, promise benefits, and ask for action.

Then, surprising, in this ad they do something coupon creators almost invariably do. Regardless of the space available they allow only exactly three quarters of an inch for the customer's name to be written. I would like to see Marietta or Mrs. Stanislaw Skitarelic sign her name there. Or for that matter Mrs. R. O. Vandeventer, or plain Maizie Jones, or even M. Jones.

And they provide 1⅝ inches of space for house number and street address.

It seems that in every store there is always some advertising employe who never thinks of customers or selling, who functions mechanically. So a coupon is needed, a coupon is put into the ad. But what it is there for, or how it is to be used—who cares? Of course when the selling is good enough and the merchandise is good enough, people work their way around the little handicaps thrown up in their paths. #

Woolworth Boosts Use of Dailies in '60, NAEA Told

CHICAGO, Jan. 26—F. W. Woolworth Co. will buy an estimated 30,000,000 lines of newspaper advertising this year, 50% more than in 1959, Charles E. Hoover, general advertising manager of the *Phoenix Republic* and *Gazette,* said here last week.

Speaking at a session at the annual meeting of Newspaper Advertising Executives Assn., Mr. Hoover said it was estimated that Woolworth used 20,000,000 lines of newspaper ads in 1959—a 100% increase over 1958. Mr. Hoover made his remarks prior to the showing of a new training film developed for Woolworth by the Bureau of Advertising, ANPA.

The figures are particularly significant, Mr. Hoover told his audience, when it is realized that Woolworth did not use newspapers to any extent until 1957 when the dime store chain used 400,000 lines in 44 newspapers.

■ In a keynote speech, Monroe Green, assistant business manager and advertising director of the *New York Times,* urged newspaper men to work hard selling the theme, "Newspapers Sell Goods."

Mr. Green chided business men who "are too much preoccupied with advertising as advertising and not enough with the function of advertising—to sell, to sell their goods and services.

"When we are talking about advertising in terms of selling, that's where newspapers live," Mr. Green said. "They are not as well printed as some of the magazines; they have no westerns; no pass-along readership claims to inflate Audit Bureau of Circulations figures. They do have something that satisfies readers—over 107,000,000 of them on an average day.

"And what do they do best for the advertisers? They sell goods. That's the story we've got to spread up and down and across the country, particularly to those whose job it is to sell that which their companies manufacture."

■ James C. Moore, exec vp of National Automobile Dealers Assn., called upon car dealers and advertising media to work closer together in order to eliminate false and misleading advertising.

Newspapers must establish specific, clear-cut standards of advertising, and they should refuse to accept ads which do not meet these standards, Mr. Moore said. He asserted that many newspapers have such regulations established but they have not been enforcing the rules.

Mr. Moore pointed out that the majority of car dealers are honest men and many have refused to run legitimate ads because of the competition from dealers who have been running "bait" ads. In many cities, only 5% to 10% of the dealers buy display ads in newspapers and the other 90% to 95% are potential customers, he said.

■ At one of the luncheons, the NAEA membership, in a standing vote, reaffirmed its 46-year-old code of practice, which bars false advertising and sets down principles of fair dealing between newspapers and their advertisers.

Norbert Smith Named VP

Promotional Arts, Chicago, has appointed Norbert Smith a vp. Mr. Smith, who has been with the company seven years, will continue in his present position as art director in charge of quality control of all art and photography.

Photoengraving Guide Issued

"Line Halftone & Color, An Introduction to Modern Photoengraving," a 48-page guide to the photoengraving and letterpress printing processes, has been published by the American Photoengravers Assn. as an aid to buyers and users of letterpress printing. It is available free from APA member photoengravers or from APA's offices, 166 W. Van Buren, Chicago 4, Ill.

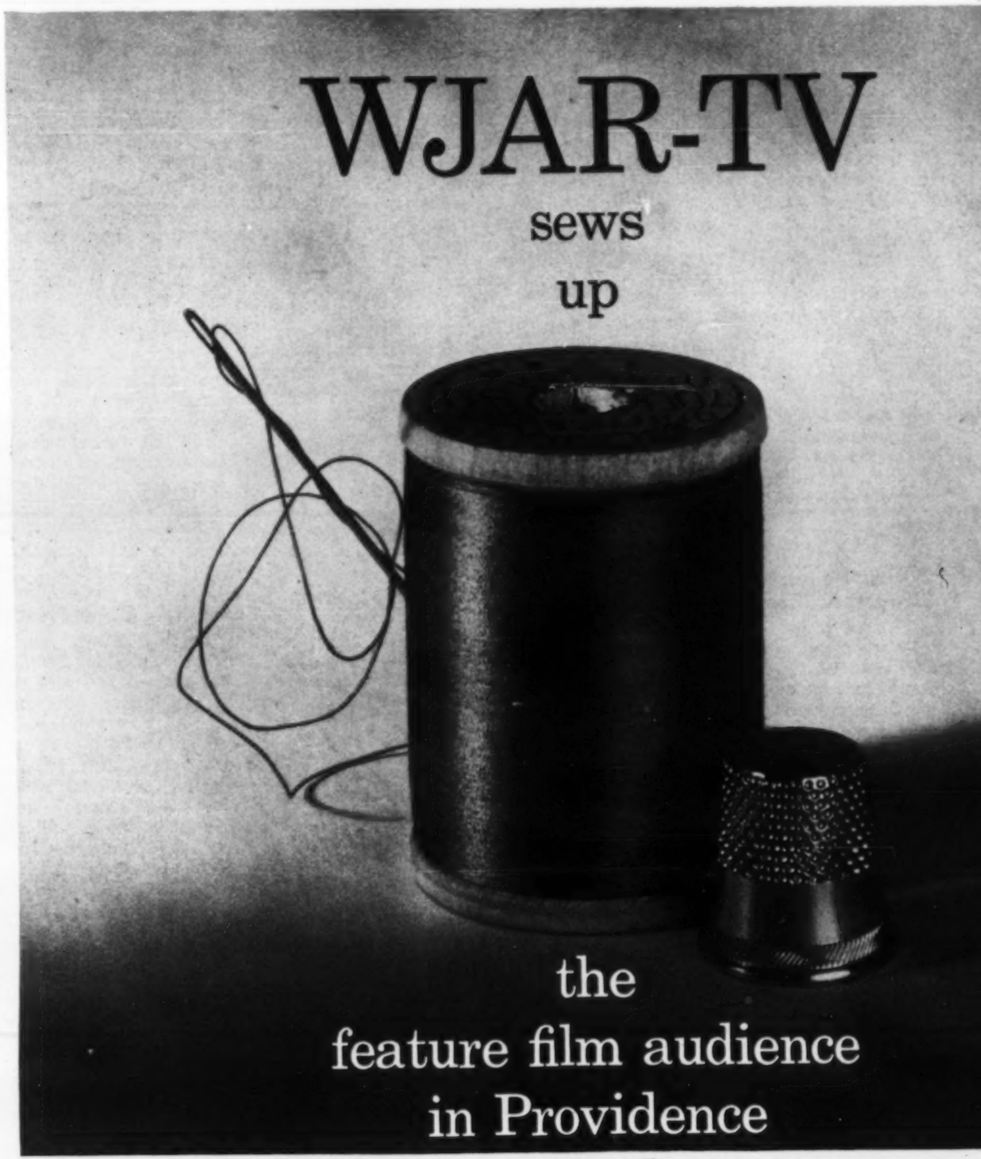
Davidge Joins Veeder-Root

J. Davidge has joined Veeder-Root, Hartford, manufacturer of computers and counting instruments, as manager of marketing. Mr. Davidge was formerly marketing manager of the Delta Star Electric division of H. K. Porter Co., Chicago.

Scoler to Grant & Kurland

Scoler Restaurants, Hartford, has named Grant & Kurland to handle its advertising.

Now... BUY A KING SIZE MARKET!
TWO SEPARATE NEWSPAPERS
ONE LOW RATE BUYS BOTH
1959 BANK CLEARINGS
$3,276,540,831
Yes—over $3 Billion—increase of more than 10% over 1958. Further proof that EL PASO is on the GO.
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 104,020
EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST


WJAR-TV sews up the feature film audience in Providence with the hottest exclusives in filmdom!

Shirley Temple, Danny Kaye, Martin & Lewis, Tarzan — exclusives with WJAR-TV in Providence! 460 top-drawer features from Hollywood's 9 biggest studios just added to the largest film library in the market! Station personality, Jay Kroll — "Mister Movie" to his New England viewers! Not 2, but 7 great nighttime features per week! All on the station that pioneered movie programming!

Represented by Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Leap to Farmers' Defense After Adman's Subsidy Plan Barb

To the Editor: ADVERTISING AGE of Jan. 18 ran a letter in "The Voice of the Advertiser," entitled "Admen Who Are Gentlemen Farmers Will Love This Plan."

As a farmer, may I clarify certain misconceptions set forth in this letter. I have so often heard the story of a relative or a friend of a friend receiving a government check for doing nothing on his farm. I have lived in this farming community for 22 years, and know most of the farmers in a wide area. Personally, I do not know of one man who is getting government payments for NOT farming.

Our area is devoted to dairy, cattle feeding and hog raising, and I am sure my neighbors take their chances in the open market just as I do.

Space does not permit my going into the subject of farm subsidies at great length, but I would suggest that Mr. "name withheld by request" read Ezra Taft Benson's book "Farmers at the Crossroad," for a little enlightenment on the subject. Briefly, I would like to quote from this book:

> "So let's nail it down once and for all that operators of family-sized farms have had little help from the past program as compared with their big business friends. As a matter of fact, more than half of the nation's 5,000,000 farmers have received only relatively few dollars from price supports. The sad truth is that small farmers have had to pay for price supports to big operators while receiving little or no benefit themselves."

I am against government subsidies of any kind, but if they are removed from agriculture, they should also be removed from other industries.

The gentleman also states that his boss says his ads do not sell? If I had a hired man who didn't produce, his job would be short-lived!

I also believe that the production of food and fibers is essential to the well-being of the world, and I resent being called a scoundrel. Furthermore, I am not modest, and, therefore, am signing my name.

John E. Olson,
White Gate Farms, Elgin, Ill.
(formerly vice-president and art director, Leo Burnett Co.)

•

To the Editor: In the interest of logic and fair play I want to answer the letter about farm subsidies . . . It perhaps will come as quite a shock to this shy economic violet to learn that advertising men today actually DO have such a (subsidy) program . . .

First of all, the advertising industry in general receives a heavy indirect subsidy through heavy governmental underwriting of the mailing costs of magazines and newspapers . . .

For example, in one of the most-recently-studied years the postage paid by *Life* was $1,273,000. It actually cost the Post Office Department $3,424,000 to handle that magazine through the mails that year—a loss of $2,151,000 sustained by the American taxpayer.

In the same year *The Saturday Evening Post* paid $690,000 in mailing fees—but it cost the government $2,321,000 to distribute the publication. This deficit of $1,631,000 was paid by the taxpayer (including the farmer-citizen).

The great deficit of other big publications which hit the mails every day, week and month was represented in this same example-year in its true handling cost breakdown. In all, during the two-year period surveyed in this study, the farm price support program cost something like $752 million, while at the same time the loss in handling second class mail (magazines and newspapers) for the same period was $2.4 billion.

Now, had these publications been forced to pay the real cost of disseminating their content (which usually contains about 60% advertising) the cost of getting their message to the consumer public would have had to be passed on to the advertising client . . .

Many, many of the big industries for which our violet creates his advertising are subsidized by the government . . .

The farmer at least has the forthrightness to accept his subsidy check out in the open . . .

This also might conceivably be proper time to start paying most advertising men what they are actually worth.

This in itself would be a big saving.

Lew Muenz,
Minneapolis.

It should be pointed out that Reader Muenz is using the Post Office Department's figures on magazine mailing costs. The magazine industry has made its own analysis and comes up with different cost figures than those used here.

• • •

Odd-Size Inserts Make Magazines Unwieldy, He Says

To the Editor: I believe that a number of us in advertising, who are readers of your publication, would appreciate seeing in your pages some thoughts on the current trend of many of the publishers encouraging inserts of all shapes, types and descriptions.

I may be an exception among publication readers but I am personally most distressed over this trend. It's regrettable to think that the business interests of the publications have been able to sell or subordinate the editors to the extent that they would permit their publications to be bastardized in order that the publication might pick up a few extra advertising dollars.

Am I so old fashioned that I am wrong in thinking that a person subscribes to a publication for its editorial matter? Since many advertisers do carry some worth while information in their ads, is it necessary that such information be put up in such grotesque fashion, making the publication unwieldly and most inconvenient for the reader to handle?

It seems to me that some of the publishers should take a few moments to analyze the outcome of this trend and re-establish some advertising standards that will make their publication more like [the kind of publication] people have been accustomed to receiving in the past. If there is a large enough group which would like to subscribe to a "file folder service" containing a heterogeneous batch of manufacturers' literature then why doesn't some publisher start such a service?

Tom L. Wheeler Jr.,
President, Wheeler, Kight & Gainey, Columbus, O.

Quotes Not in Context: Levitt

To the Editor: Of all people, those in advertising should know what others are saying when they speak or write. When advertising people persistently quote someone out of context to that person's disadvantage, one can only conclude that they are muddled or malicious. Mr. Bedell keeps insisting he is holier than I. How can anybody tell?

Theodore Levitt,
Lecturer on Business Administration, Graduate School of Business Administration, Harvard University, Boston.

Mr. Bedell's letter, which appeared in this section on Jan. 4, made comparisons between the tragedy resulting from sale to consumers of contaminated olive oil in Meknés, Morocco, and views expressed by Mr. Levitt in a paper reprinted in AA (Oct. 6, '58).

• • •

Cigaret Ads with Athletes Make Parents' Task Harder

To the Editor: Evidently the Philip Morris people and their agency's personnel believe birth control begins at home. I doubt there is a parent among them.

Do they know how hard it is these days to keep our kids from starting to smoke at 13 or 14 or even younger? And do they know that, at least with boys, one of the most telling arguments we parents can use is to place the image of a red blooded athletic star before them and say, "Don't you want to be like this?"

If they know this, then they must be of the most nauseating order of mercenary to build tv commercials around professional athletics' endorsement of their cigarets by actual testimonials. This has been going on throughout the professional football season and reached a new low with the Giants-Colts championship game (AA, Jan. 4). This is advertising we can do without.

H. P. Newman,
Account Executive, Long Advertising, San Francisco.

• • •

Illinois Dailies Costs Rose Only 32.6%, Circulation 23.3%

To the Editor: Some time ago there appeared a story that advertising rates in metropolitan newspapers (250,000 and over) had increased 71% whereas their circulation did not come even close to that (AA, Nov. 9, '59).

Since the appearance of this article, we have made our own cost study for 33 of our member newspapers that belong to this organization and it showed that the average for these 33 newspapers as far as increase in cost per thousand amounted to only 32.6% whereas their circulation from 1946 to 1959 had increased 23.3% . . .

George H. Williams,
General Manager, Illinois Daily Newspaper Markets, Peoria.

Mr. Williams enclosed a copy of the two-page study he mentions, which presumably is available to interested readers.

• • •

Gladys Took a Coffee Break

To the Editor: It surely can't be true! My week has been spoiled; my fear of the future is unbounded.

Where is Gladys, the Beautiful Receptionist in your Jan. 11 issue? While I read your 29-year-old advertisement with great interest, please believe me that I cannot give it the same interest I gave Gladys, or Gladys gave me.

Please let me and her millions of other admirers know that she will be back with us soon.

Roy W. Peet,
Manager, Assn. of American Soap & Glycerine Producers, New York.

She was back the following week. That's a 30-year "advertisement." Let's face the future with confidence.

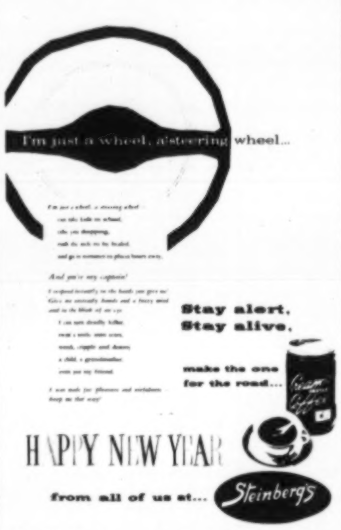
• • •

The Wheel: Both Good and Bad

To the Editor: We all know that advertising is a great force—has tremendous influence on people.

Our company, in the spirit of public service, created this New Year's greeting around the 'wheel,' man's greatest invention for good . . . and bad.

We felt that you would be interested in seeing this dramatic message which will be appearing in daily and weekly newspapers across the provinces of Quebec, Ontario and New Brunswick.


I'm just a wheel, a steering wheel...
Stay alert.
Stay alive.
make the one
for the road...
HAPPY NEW YEAR
from all of us at...
Steinberg's

Ben Dobrinsky,
Director of Advertising, Steinberg's Ltd., Montreal.

• • •

Whirlpool's Ads Aim at the Gas Appliance Field, Too

To the Editor: The article on Page 3, Jan. 11 issue, of ADVERTISING AGE on the Whirlpool program of using print media exclusively was very interesting.

It disturbed me though, in that, being incomplete, it also did us a bit of injustice, for it lists the trade publication schedule and indicates only three books which are to be used, i.e., *Electrical Merchandising Week*, *Home Furnishings Daily* and *Mart*. As a matter of actual fact, Whirlpool has used our publication, *Heating & Gas Appliance Merchandising*, for at least ten years and is again running a full schedule this coming year.

I think you can appreciate that in light of this the article does give the erroneous impression that Whirlpool is advertising to the electrical field only and not to the gas field, which is equally important to them.

James H. Moore Jr.,
President, Moore Publishing Co., New York.

• • •

AA Gave McCann Schenley Brands Belonging to DDB

To the Editor: Several people have called my attention to an unfortunate error in your article, "McCann-Erickson Reorganizes" in the Jan. 18 issue of ADVERTISING AGE.

In the last paragraph on Page 97, you mention several Schenley brands that McCann handles. The mention of Schenley's O.F.C. Canadian as one of these brands is incorrect.

Doyle Dane Bernbach has been the agency for O.F.C. as well as many other Schenley brands since Jan. 1 of this year. You will recall that this agency was awarded most of the Schenley business that BBDO handled on this date.

Martin Baker,
Account Executive, Doyle Dane Bernbach Inc., New York.

• • •

Asks for Speech Recording

To the Editor: Following are a few thoughts I had while reading your publication. I thought you'd be interested.

Couldn't help but feel, we in advertising are *backward*. All started with reading, "Information for Advertisers," in the Jan. 11 issue. The offer was for a book of 85 speeches. We are always speedy to recommend modern communication to clients, but don't try them ourselves. Who, that's busy, has time to read 85 speeches? Couldn't they have been recorded? Most people can listen while doing other things. Radio proved that. Anyone interested?

W. N. Bassett Jr.,
Milton G. Peterson Advertising, Chicago.

• • •

Positive Attitude, Code of Ethics Needed to Aid Ad Image

To the Editor: Perhaps those critics who see advertising continuing to sink to new lows paint too dreary a picture. Yet, our techniques, motives and ethics are widely decried by the public at large, by governmental representatives and by a number of advertising men.

Most disturbing is the defensive attitude—or the complete lack of a "defense"—exhibited by so many of us in advertising who apparently lack any real confidence in or life's work. How can we hope to influence public attitudes towards our profession unless we have a positive attitude towards it and can collectively sell ourselves on advertising?

I have just been through a fairly sticky question of professional ethics which revealed an almost limitless number of variations of opinion among those consulted. That is when it occurred to me that advertising might be likened to the young person reaching manhood who is not yet quite sure of what he really is going to stand for in the rough and tumble of the adult world—if anything.

Under these conditions, what is needed is a set of standards and principles—growing out of an underlying philosophy and point-of-view—to guide daily conduct and decisions. Once a set of standards and principles have been thought through and adopted, there is no substantial problem in facing the world confidently and without embarrassment. Would we in advertising now do well to borrow from some of the older and more reputable professions—the lawyers or, perhaps, the physician's Hippocratic oath embodying his proper duties and obligations—by setting forth our own declaration of principles, a code of ethics and good practices to live by and for the world to see and judge?

Is this idea of developing a "code" a field of study for the ANA and/or the Four A's?

Name Withheld by Request.

• • •

More Congratulations to AA

To the Editor: . . . From the beginning ADVERTISING AGE was most helpful and kind to me and our medium . . .

It is a pleasure to note how ADVERTISING AGE has progressed over the years, and it is now the outstanding publication in the advertising field . . .

Tom Nokes,
Johnstown Poster Advertising Co., Johnstown, Pa.

•

To the Editor: Jake [Sawyer] and I started our business just a few months before you founded Advertising Age. It has literally been a part of my business life in all that period, and through the years, I've been gratified to observe your growth and what brought it about...

J. L. Ferguson,
Sawyer-Ferguson-Walker, New York.

•

To the Editor: ...Congratulations on the publication's 30th birthday...

Julio F. Sorzano,
J. F. Sorzano Associates, New York.

•

To the Editor: ...May you achieve even greater success during the next 30 years...

Hughlett Hollyday Jr.,
Smith & Hollyday, Los Angeles.

•

To the Editor: ...Certainly, you have done more for the cohesiveness of the advertising profession and more for the progress of this profession than any one influence I know of...

Irving B. Hexter,
President, Industrial Publishing Corp., Cleveland.

•

To the Editor: Congratulations on the 30th birthday of Advertising Age and continued success in all ways!

Mel Hickerson,
J. M. Hickerson Inc., New York.

•

To the Editor: Congratulations for the swell job you've done in building a great publication.

Tom Tredwell,
Architectural Record, New York.

•

To the Editor: ...Yours is a good, alert job, certainly as competent an effort in trade journalism as any I know...

Stanley Joseloff,
President, Storecast Corp. of America, New York.

•

To the Editor: ...I remember so well when you brought this baby into a rather skeptical advertising world, but what a splendid publishing accomplishment it has been...

William K. Beard,
President, Associated Business Publications, New York.

•

To the Editor ...I guess I have been a reader of Ad Age ever since it started and certainly find it more interesting and useful as each year goes by...

David F. Beard,
General Director of Advertising, Reynolds Metals Co., Richmond, Va.

•

To the Editor: May we extend our warmest personal wishes to you and to your organization on the 30th anniversary of Advertising Age.

Charles S. Politz,
President, Charles S. Politz & Associates, Portland, Ore.

•

To the Editor...It is hard for me to believe that we ever lived in the advertising business without it. It is the one business paper which I read religiously every Monday or Tuesday night...

Lawrence Valenstein,
Chairman, Grey Advertising Agency, New York.

•

To the Editor: ...You have stuck to your original statement of purpose and you have furnished a most reliable source of news to those in the advertising and publishing business.

Ed Nash,
Executive Secretary, Agricultural Publishers Assn., Chicago.

•

To the Editor: ...Heartiest congratulations to you and your able associates upon an institution that will doubtless live as long as there is advertising!

Frank A. Lederle,
Vice-President, Haire Publishing Co., Chicago.

•

To the Editor: This is the first opportunity I have had to write you...Congratulations!

George W. Caspari,
Vice-President, General Outdoor Advertising Co., Chicago.

•

To the Editor: Congratulations ...—and I think there is ample evidence to indicate what we think of your fine publication.

L. W. Lane Jr.,
Lane Publishing Co., Menlo Park, Cal.

•

To the Editor: ...The contribution of Advertising Age to the industry, I am sure, has had much to do with the growth and prosperity of the advertising business...

Eugene L. Raymond,
President, Cigar Institute of America, New York.

•

To the Editor: ...Your phenomenal growth in three decades has been a tribute to your sound publishing concept and aggressive editorial policy...

Robert T. Mason,
President, Marion Broadcasting Co., Marion, O.

•

To the Editor: Congratulations on a good 30-years service job. But, keep in mind that publications such as yours must lead an industry or business as well as report what goes on. Best wishes for many more successful and leadership years.

Edgar Kobak,
New York.

260,100 HOOSIERS

who spend $253,603,000 in Muncie's Five-County Retail Market, can't wait to read and shop

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

WHAT MAKES WXYZ RADIO AND WXYZ-TV DETROIT'S MOST POPULAR STATIONS?*

Meat and potatoes programming for our meat and potatoes audience . . . that's what!

Our hard working *young* audience likes down-to-earth information and entertainment with lots of *zing* . . . a specialty of the young-at-heart stations.

How many do we reach? More than there are in Maine, New Hampshire, Vermont, Rhode Island and Connecticut put together.** They work hard, play hard and will spend more money this year than ever before. Industry leaders say they'll sell more than 7 million cars in 1960. This means our listeners and viewers will earn over 13 billion dollars.*** Better put WXY*Zing* in your advertising plans.

*Check your rating books and see.
**Population of WXYZ signal area: 6,505,500.
***Effective Buying Income: $12,921,160,000.
Source: Sales Management, 1958.

THE STATIONS WITH WXYZing
WXYZ RADIO 1270 • WXYZ-TV CHANNEL 7 • ABC DETROIT
Represented nationally by John Blair & Co. & Blair-TV

Adman in the News . . . *Daniel Van Dyk*

Daniel Van Dyk, a 53-year-old industrialist-financier who once owned a department store, and who has sold furniture, hardware, fountain pens, razor blades and power mowers—is taking his first plunge into the cosmetics business and he thinks it won't be much different.

"For years I've been looking for a proprietary drug or cosmetics company," he told ADVERTISING AGE. But all too many of the available ones were in the category of $50,000 businesses showing $10,000 profits with ownerships that wanted $800,000 to sell. They didn't have the appeal of Hazel Bishop Inc., where the small group of investors Mr. Van Dyk represents last month plunked down $1,400,000 for 350,000 shares and control of a company whose volume was in the neighborhood of $9,000,000 in 1959.

Daniel Van Dyk

- If preliminary indications are correct, 1959 will be the first time in five anguished years that Hazel Bishop turns a profit. Dan Van Dyk points out that 22,000,000 units of Hazel Bishop products were purchased last year, and "it's still the second largest selling lipstick in America. Four out of ten women use a Hazel Bishop product." Further, "more than $30,000,000 worth of advertising has been spent on this name and this firm has sponsored 24 of the top network tv shows."

- For Dan Van Dyk, president and chief executive officer, there are several immediate objectives:

1. Financial stability for the Hazel Bishop operation.

2. With the quality and acceptance Hazel Bishop now has, "a dramatic new selling technique," with the help of a minimum $2,000,000 budget and the services of its new agency, Donahue & Coe (AA, Jan. 25).

3. Making a profit. "I take that for granted," he says. "I don't like to be in a business that doesn't make money. It's a hobby of mine."

- He plans to "greatly increase" the sales staff. He has retained Allied Public Relations, once owned by his longtime business associate David Charnay, who is now a member of the Hazel Bishop board. And, as "a great believer in mass marketing," he is quite convinced that he can apply the same marketing techniques he used as president of Eversharp Inc. in 1950 to Hazel Bishop in 1960. In his year with Eversharp, sales increased 25% and the company went back on a dividend basis.

Mr. Van Dyk is reluctant to talk about the details of his business career since Eversharp. "I've been mostly a bum," he says with a disarming smile, but he is currently a director of Eversharp, Highway Trailer Industries Inc., Clinton Engines Corp., Stuyvesant Insurance Co., General Acceptance Corp. and has many contacts in banking and financial management circles.

- He arrived on these shores from Amsterdam at the age of three months, grew up in California and went to work for Bullock's department store as a buyer and assistant merchandise manager—a job he reports getting on the strength of "pure salesmanship." He drifted East, worked for a Pittsburgh department store, was a profit consultant to Allied Stores, a vp and merchandise counsellor at Macy's and the owner for two years of D. M. Read department store in Bridgeport, which he sold in 1947.

Despite his heavy financial and management background, Mr. Van Dyk says he will be very active in advertising, marketing, merchandising and every phase of the Hazel Bishop business.

- "When I take over I like to be the first one in in the morning and the last to leave. I'm either going to work and pitch or I'm not going to take over. I've taken over the full, active management of this business [he controls 850,000 voting shares]. I've been in retailing and management all my life and this is quite congruous."

Dan Van Dyk sounds determined but, despite the ancestry, he doesn't talk like a "Dutch uncle." He's reluctant to discuss or lay blame for Hazel Bishop's problems these past few years and is cautious about the feelings of his present associates (he won't name any of the five other agencies which lost out in the account competition).

But he may well be a "Dutch uncle" in the conduct of Hazel Bishop affairs. Beneath the diplomatic talk and the lean frame, a listener senses an agile mind and a strong hand.

Mr. Van Dyk is married, has three children and four grandchildren. He lives in a two-terrace Sutton Place apartment and prefers winter vacations, which in the past have taken him to Europe, Mexico, Palm Beach, Arizona and Jamaica. He swims, reads and paints, but they're not his hobbies.

"My hobby is business." #

Joseph Katz Adds White Shield; Names Todd

White Shield Corp., marketer of vitamins and proprietaries, has appointed Joseph Katz Co., New York, to handle its advertising. A national campaign is scheduled to break in March.

William T. Todd, formerly with the Kudner Agency, has joined Joseph Katz Co. as creative director.

Sutter to Head New Division

Goldsmith-Tregar Co., Providence, has established a new division for the planning and production of sales promotion material, specializing in catalogs and catalog inserts. The new division will be headed by Peter S. Sutter, art director.

---

where your **Sales Story** reaches the

DECISION MAKING TEAM

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At the Aluminum Company of America, for example, where $1,100,000 of the 1958 ad budget was allocated to business papers, advertising decision-makers freely tell us that Industrial Marketing "is well handled by the end of each month"—"makes every minute count"—"is almost a member of the staff." Here, in full, is what five key members of Alcoa's decision-making team say about IM:

Hart Crippen Zimmerman Chana Klepfer Thurmond Fox Mullin Milmore Henning Vinnedge Hunton

PUBLISHING PALAVER—*Among those attending the second annual midwest conference of the Magazine Publishers Assn. in Chicago were William Hart Jr. and Bruce Crippen, Kiwanis Magazine; Norman Zimmerman, Haynes Lithographing Co., Rockville, Md.; Bob Chana, Lion Magazine; Larry Klepfer, The Rotarian; Bob Thurmond and Mark Mullin, J. Walter Thompson Co.; Ed Fox and Vince Milmore, Meredith Publishing; W. C. Henning, Holiday; A. S. Vinnedge, Macfadden; Frank Hunton, True Story.*

Krueger Boosts Williams

W. A. Krueger Co., Milwaukee, lithographic printer, has appointed Douglas H. Williams vp in charge of the sales division. Mr. Williams, who joined the company in 1948, was named sales manager and a director of the company in 1957.

Dorn Joins Gladding, McBean

Robert Dorn has joined the architectural products division of Gladding, McBean & Co., Los Angeles, as general sales manager. Mr. Dorn was formerly southwestern manager of Lane Publishing Co.

Motorcraft Launched to Widen Ford Parts Distribution Coverage

DEARBORN, MICH., Jan. 26—Apparently wishing to insure greater availability of its own replacement carburetion and ignition parts to independent dealers, Ford Motor Co. is opening a distribution plan to electrical jobbers under the brand name of Motorcraft.

The Ford division, which handles replacement parts distribution for all Ford-manufactured cars, did not outline marketing strategy behind the act, but it is believed to have been brought on by a move by General Motors, through its United Motors Service, to supply some ignition parts for Ford and Chrysler cars to independents, along with its line of "genuine" GM parts.

■ Motorcraft will increase the coverage for Ford parts in areas not serviced by Ford dealers. About 50 central warehouse distributors, each with its own wholesale parts organization, are being offered the Motorcraft deal. Parts marketed to independents through Ford dealers are packaged under the brand FoMoCo, as distinguished from the Motorcraft brand name to be used on the packages that will be handled by the warehouse distributors.

Ford has declined further comment on Motorcraft, except to say it did not believe an advertising program supporting the added service will be forthcoming. #

Aneser to Paramount Pictures

Kenneth Aneser has joined Paramount Pictures Corp., New York, as assistant advertising manager. Mr. Aneser, formerly assistant to the advertising manager of Warner Bros. Pictures for 25 years, and prior to his appointment, production supervisor of Samuel Goldwyn's "Porgy & Bess," replaced Gerald Levine, who resigned.

Souvenir Magazine Planned

A souvenir magazine will be published March 7 for the American tour of the Lamoureux Orchestra from France. Sigmund Gottlober, director of National Theater & Concert Magazines, New York, has been named exclusive advertising representative.

Tait Joins Stanley Publishing

Walter W. Tait, formerly manager in Detroit for Babcox Publications, Akron, has been appointed district manager in Detroit for Stanley Publishing Co. In the past he has been with Transportation Advertising Co., WJR Radio, and Sawyer-Ferguson-Walker Co.

Maitland Names Purdie

Vic Maitland & Associates, Pittsburgh, has appointed James A. Purdie managing director of its subsidiary, Market Survey Bureau. Mr. Purdie joined Maitland last year.

Silberman Joins Bayshore

Louis Silberman, formerly sales manager of Keystone Vending Co., has been named sales manager of Bayshore Industries, Elkton, Md.

TORRENCE M. HUNT
General Manager of Advertising and Promotion

"In the average day of an advertising manager every minute counts. But no matter how busy I am, Industrial Marketing finds a place on my schedule. In a typical recent issue, I read valuable articles on budgets, corporate campaigns, films, distribution, market research, trade shows, and foreign industrial markets. This type of coverage makes every minute count."

DARRELL O. ALBRECHT
Advertising Program Manager

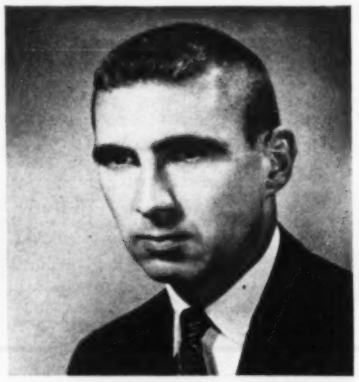
"At Alcoa we make and sell everything from automotive brake pistons to welding rod and bar. This calls for a penetrating and intelligent analysis of the total industrial marketing picture. In administering over forty separate advertising programs, I turn to Industrial Marketing for timely facts and accurate reporting. Between myself and seven program supervisors, IM is well handled by the end of each month."

JAY M. SHARP
Manager of General Advertising

"During recent years, many phases of Alcoa's advertising have taken on a consumer approach, even though we are generally considered an industrial advertiser. Industrial Marketing with its concise, thought-provoking articles and features, is most helpful in pointing the way to the consumer over the shoulder of industry. At the same time, it enables us to follow closely the practices and procedures of industrial advertising."

THOMAS J. LANNEN
Manager of Residential Sales

"I deal with residential building products—but with today's 'total marketing' concept, I can't afford to live in a shell: Industrial Marketing is the one magazine which I turn to most often. It gives me the selling and advertising information mandatory in my work. I wouldn't be without it."



ROBERT A. LEWIS
Advertising Manager, Rome Cable Div.

"Industrial Marketing covers its field from every angle. In my department at Rome Cable it is required reading. It's the only place I can get the concise reporting of latest developments in both sales and advertising, not to mention the outstanding background material provided in its editorial columns. IM is almost a member of the staff."

INDUSTRIAL MARKETING im
Selling and Advertising to Business and Industry

INDUSTRIAL MARKETING 200 E. ILLINOIS ST. CHICAGO 11, ILLINOIS

With BARGAIN HUNTERS ... or ANYWHERE

Of all the folks you see from ABC Cincinnati...

7* OUT OF 10

read the

CINCINNATI POST TIMES-STAR

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history...

267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER

Manager, General Advertising Department

★

Represented by

The General Advertising Department

SCRIPPS-HOWARD *Newspapers*

Merchandising Ideas

Battery Testing Station Out

• Ray-O-Vac Co., Madison, Wis., has developed a compact counter display, a photoflash battery testing station, designed to increase year around sales of photoflash batteries. The display, with battery test meter, is similar to the familiar television tube testing station seen in many drug, variety, hardware and department stores. The unit is a permanent way to display batteries and comes equipped with photoflash facts handbooks, which are offered customers without cost. The display sells to the dealer for $26.65 and brings back $37.05.

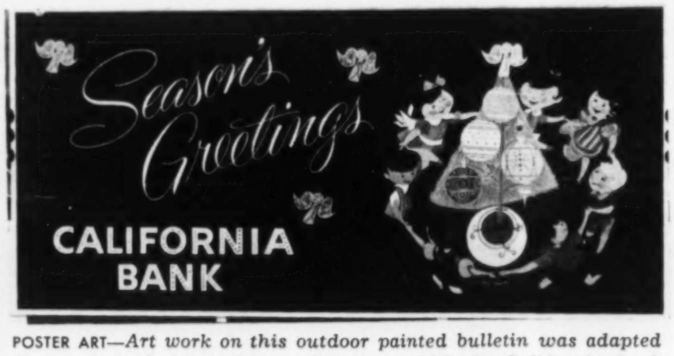
RAY-O-VAC
PHOTOFLASH BATTERY TESTING STATION
TAKE ONE

TESTING, ONE, TWO—*This counter display is being offered by Ray-O-Vac Co. to charge up battery sales.*

Bank Uses Coin Card Tie-in

• California Bank, Los Angeles, staged a coordinated year-end promotion built around a gift coin card created by Henry Dreyfuss, industrial designer. The coin card was designed to hold $1 in new coins for Christmas gift giving to children. The cards were made available on a complimentary basis to customers at all 17 branch offices of the bank. The "Calbanker," semi-monthly bank employe publication, continued the theme with a variation of the original art, by Midge Quenell of Hollywood, on a December issue.

The theme also was adapted to outdoor display, with two large painted bulletins at the construction site of the new head office building in the financial district of Los Angeles.



POSTER ART—*Art work on this outdoor painted bulletin was adapted from a basic design by Henry Dreyfuss which the California Bank used in a coordinated year-end promotion.*

Folder Lists FM Stations

• A new counter giveaway containing a complete listing of the nation's fm and am radio stations and their frequencies is being offered free to dealers by Blonder-Tongue Laboratories, 9 Alling St., Newark. Arranged by states, cities, station call letters and dial locations, the guide also shows customers that the number of fm stations is increasing.

Carson Pirie Heats Shoppers

• Carson Pirie Scott & Co., Chicago, has put a new quartz infrared heat lamp system into operation to warm passers-by and window shoppers in front of its State St. department store windows. In opening ceremonies, Carson Pirie conducted a "Caribbean cruisewear" fashion show in front of its windows. The lamps took some of the chill off the beachwear-dressed models. Developed by General Electric Co. five years ago, the quartz infra-red lamps warm exposed objects rather than the surrounding air. In addition, the lamps give off "candlelight" tinted rays, said to flatter complexions. Lighting fixtures for Carson Pirie were provided by Luminator Inc., Chicago.

'Biggest Midget' Catalog Out

• Feldkamp-Malloy, Chicago, advertising art studio, has sent out 5,000 copies of "196 Inspirations for the Thinking Man," what it calls "the world's biggest midget catalog of graphics." 196 illustrations of photo and art styles are included in the 3x5" catalog which may be fanned out for easy examination. The catalog also was promoted in ads in trade publications in the art field and in several foreign magazines.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

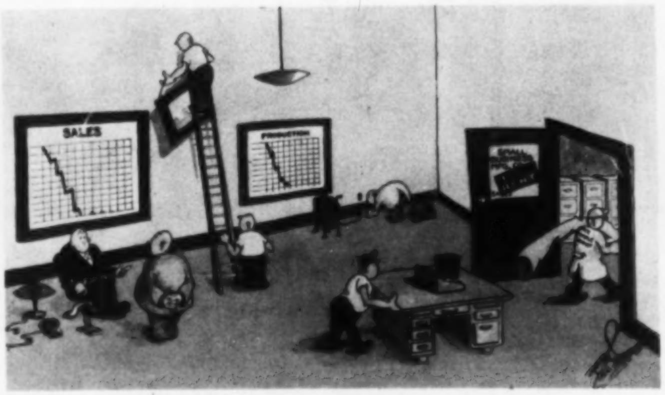
Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
226 Seventh St., Garden City, N. Y.

Honeywell's Calendar Spoof

• Minneapolis-Honeywell is off on its annual spree of spoofing its customers and itself and business generally with its lampooning calendar. About 80,000 copies of the multi-colored 1960 calendars, with a Bill Eddy cartoon for each month of the year, are being distributed by the company's Brown Instruments division, Philadelphia.

In one cartoon, a satellite crashes through the control center of a make-believe launching site. "Speaking categorically, gentlemen," a general tells the press, "we have just programmed a very low orbit." The calendar was first issued in 1938.



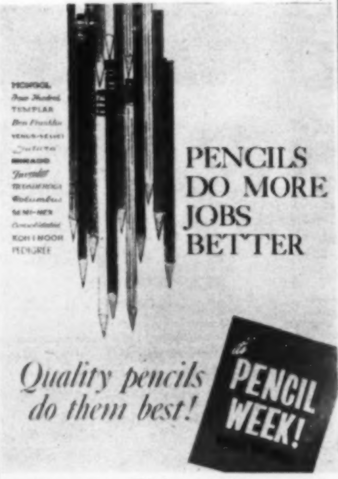
"Have faith, Charley, we're about due for an upturn."

CORPORATE CHUCKLES—*Apparently Bill Eddy, cartoonist, disregarded the rosy business predictions of economic experts in producing this and 11 other satirical drawings that grace the 1960 calendar of Minneapolis-Honeywell's Brown instruments division.*

Pencil Week Promotion Set

• A merchandising and display kit containing 22 pieces, prepared for the 1960 observance of Pencil Week, Feb. 29-March 5, by the Lead Pencil Manufacturers Assn. is being offered without charge to stationery retailers through the association's public relations company, Banner & Greif, 369 Lexington Ave., New York. Theme for the promotion is "pencils do more jobs better."

A display and promotion contest, centered around the week and open to all retail outlets which sell pencils, offers a round trip for two to Spain as first prize. Contest entries must be received at Pencil Week headquarters, the Banner & Greif office, by April 15.


PENCILS DO MORE JOBS BETTER
Quality pencils do them best!
PENCIL WEEK!

PENCIL WEEK—*This vivid, multicolor poster is one of a number of display materials offered stationery dealers for the 1960 Pencil Week promotion Feb. 29-March 5.*

Dennison Party Book for Sale

• "Parties for the Bride," an illustrated booklet which offers hints and decorating ideas for engagement parties, showers, weddings and anniversaries, has been prepared by Dennison Mfg. Co., Framingham, Mass. The booklet, which joins other Dennison craft, party and gift wrapping books, retails for 50¢ and is available in stationery and party goods stores.

Mats Give Wine Advice

• A new paper place mat for restaurants, hotels or club dining rooms has been designed in cooperation with the Wine Advisory Board, San Francisco. Decorated with sketches of wines bottles and foods, the mat is printed in maroon on white with a scalloped edge. The text offers "wine suggestions to heighten your dining pleasure," and traditional wine and food combinations are listed on a chart.

At the bottom are a few general notes on wine, including reference to the Louis Pasteur quotation: "Wine is the most healthful and most hygienic of all beverages." The mat is being made by KVP Co., Harvey sales division, Kalamazoo, Mich. Average wholesale cost is about $6.25 per 1,000.

196 Inspirations for the thinking man

INSPIRATIONS—*Feldkamp-Malloy, Chicago art studio, is distributing these "midget catalogs of graphics" to advertisers and agencies to promote its photographic and art techniques.*

GM Publishes Youth Book

• A new free circulation magazine for teens, titled "American Youth," is being published by General Motors Corp. to be circulated to newly-licensed young drivers at their homes. The magazine, which emphasizes safe driving practices, will be published six times a year. First issue, in two color, is January-February, 1960. Circulation will approximate 1,000,000.

Each youngster also will receive a letter from John F. Gordon, GM president, advising the magazine is being sent, welcoming him to membership in the driving public and reminding that driving is a responsibility as well as a pleasure. Content includes articles on hobbies, sports, school activities, outstanding teens and at least one article designed to promote safe drivaing habits. Ceco Publishing Co., a division of Campbell-Ewald Co., produces the magazine for General Motors. #

Jander Named Sales Manager

Louis W. Jander has been appointed general sales manager of Yale materials handling division, Yale & Towne Mfg. Co., Philadelphia. Mr. Jander, formerly assistant sales manager, succeeds Clyde R. Dean who was named division general manager.

Morris Joins ABP Staff

Thomas J. Morris, formerly Avery-Knodel Inc., New York, has joined Associated Business Publications, New York, as assistant promotion director. Mr. Morris succeeds Pomeroy W. Power, who resigned from ABP.

NAEA Sponsors Slogan Contest to Promote ABC

NEW YORK, Jan. 28—The Newspaper Advertising Executives Assn. announced today a new slogan contest on the importance of Audit Bureau of Circulations, open to advertiser and agency personnel.

The contest offers prizes of $300, $200 and $100 for the slogan of 25 words or less "best expressing the role of ABC-audited circulation as the basic and most important measurement in the evaluation of print media."

H. James Gediman, exec vp of Hearst Advertising Service and chairman of NAEA's advertising agency relations committee, and John Thees, advertising director of the *New York Herald Tribune* and chairman of NAEA's national advertiser relations committee, cited three rough examples of what a slogan might be like:

• "Don't show it to me if it ain't ABC."

• "I want all the facts, but I want ABC first."

• "Let's start with ABC before we go to XYZ."

■ The contest will close April 4. Entries will be judged by a distinguished group including Ralph Starr Butler, retired vp and advertising chief of General Foods Corp. and former ABC director, chairman; Dr. Darrell B. Lucas, noted research authority and professor of marketing at New York University; Paul B. West, president of the Assn. of National Advertisers; Frederic R. Gamble, president of the American Assn. of Advertising Agencies; Henry Abt, president of Brand Names Foundation; Hugh H. Johnson, media director, Kudner Agency; Charles T. Lipscomb, president of the Bureau of Advertising, ANPA; and Russell W. Young, advertising manager of the *Seattle Times*, new NAEA president.

Entries in the contest should be addressed to ABC Slogan Contest, Newspaper Advertising Executives Assn., Box 147, Danville, Ill. The NAEA emphasized that any advertiser or agency personnel are welcome to enter, regardless of whether they are currently advertising in newspapers.

■ Behind the NAEA's decision to sponsor the contest lay increasing disquiet about the gradual diminution of the importance of ABC figures as a measure of advertising media evaluation. With the increases of the statistical superstructure and the emphasis on audience and other projective claims, newspapers have been more and more restive.

About two years ago, in conversations with the Four A's and ANA, NAEA was pressing for more recognition of the basic importance of Audit Bureau of Circulations data. Newspaper men are inclined to refer sarcastically to recent developments in print media research as "playing both ends against the muddle" "statisticalisthenics," etc.

At that time Mr. Gediman said in a memorandum to the Four A's that "distended figures" are growing in use and that "elaborate promotions on 'coverage' and 'circulation' abound in which the ABC figures either do not appear at all or are relegated to the merest footnote reference in barely discernible type."

■ He went on to say that "newspapers resent and protest the serious semantic dangers to advertising terminology, the resulting blurred, almost obliterated line that results between such projections and the ABC, one of the few certainties remaining in advertising's meager body of objective fact." He warned that ABC faces relegation to a "secondary and auxiliary role among the standard tools of advertising.

"The right or even desirability of adding commercial research to ABC basics is conceded. All we ask for is a re-affirmation of the sanity and objectivity of the ABC 'gold standard.' Let's not confuse the shadow with the substance," he said.

■ Mr. Butler, chairman of judges for the contest, has taken a similar position. In a speech to the ABC's annual dinner in 1958, he commented, "I'm concerned about the possibility of its (ABC's) declining influence—a decline caused by the too frequent use of readership claims as a substitute for audited circulation figures." #

Cleveland Down to Two Dailies as 'Press' Buys 'News'

CLEVELAND, Jan. 26—The purchase of the *Cleveland News* last weekend by the *Cleveland Press* is expected to make the *Press* the largest newspaper in circulation in Ohio.

The *Press*, a Scripps-Howard newspaper, is expected to add about 50,000 new subscriptions in the acquisition of its afternoon rival. Prior to the purchase, the *Press* had a circulation of 304,074, as compared with the *News'* circulation of 124,697, according to figures compiled by the Audit Bureau of Circulations. The *Plain Dealer*, this city's only morning newspaper, has a circulation of 305,291.

As for advertising revenue, executives at the *Press-News* said they did not expect any great increase in advertising as a result of the merger. "The *Press* was already carrying just about everything the *News* had," one exec said.

■ Sterling Graham, president of Forest City Publishing Co., publisher of both the *News* and the *Plain Dealer*, said higher publishing costs and heavy financial losses made it impossible to continue the *News*.

Death of the *News* left this city with only two daily newspapers for the first time in more than a century. The *News* was founded 55 years ago by the late Charles A. Otis, a banker, who consolidated four newspapers to wage a political war against Tom L. Johnson, a doughty and colorful mayor.

'PLAIN DEALER' DENIES IT'S UP FOR SALE

CLEVELAND, Jan. 28—In the wake of the purchase last weekend of the *Cleveland News* by the *Cleveland Press*, the *Cleveland Plain Dealer* vigorously denied today that it was up for sale.

In a page ad and a special box on its front page, the *Plain Dealer* charged that "vicious, malicious rumors were broadcast yesterday that the *Cleveland Plain Dealer* has been or is about to be sold.

"Any such rumor is a lie," the newspaper said. "Such false reports are damaging to this newspaper. If any competing medium continues to spread them, by printed word or on the air, the Forest City Publishing Co. will sue for damages immediately."

A Cleveland radio station and a newspaper in a nearby city had speculated earlier in the week that the *Plain Dealer* might be up for sale and that John S. Knight, president of Knight Newspapers, reportedly was interested in buying the daily. #

Last Minute News Flashes

Jackson Brewing Switches to Doherty, Clifford

NEW ORLEANS, Jan. 29—Jackson Brewing Co. has named Doherty, Clifford, Steers & Shenfield, New York, to handle its Jax beer. The account had been with Fitzgerald Advertising here. Doherty, Clifford has picked up two other regional brewers since last fall. They are George Weidemann Brewing, Newport, Ky., and Narragansett Brewing, Providence.

Continental Casualty Ad Tells Cut in Air Trip Rate

CHICAGO, Jan. 29—In "open letter" ads in New York, Los Angeles and Chicago, Continental Casualty Co. today said it will reduce its air trip insurance rates by 16⅔% and at the same time increase the maximum benefits available from $62,500 to $75,000 because of its "faith and confidence" in air travel. The letter to "scheduled airlines of America" was printed, according to Chicago advertising director Eugene F. O'Hare, because of recent air mishaps.

Wool Bureau Will Talk to Agencies

NEW YORK, Jan. 29—The Wool Bureau next week will view the 1960-'61 advertising plans prepared by its agency, J. Walter Thompson Co., and will also talk to several other agencies, with the possibility of moving its account. The bureau considered a group of outside agencies before narrowing the field down to the "several" which have been invited to make presentations. The bureau's ad budget, approximately $1,000,000 heretofore, probably will be realigned next week also, reflecting the withdrawal of the American Sheep Producers Council, Denver, from the bureau (AA, Dec. 7) and the council's appointment of its own agency, Grey Advertising (AA, Jan. 25).

Sonotone to Test Vitamins; Other Late News

• **Sonotone Corp.**, New York, will test its own brand of Sonomin vitamins in 30 of its 400 hearing aid stores, beginning in February. No advertising is planned during the test period. The vitamins—nutritional supplements, not therapeutic formulas—will be offered in two varieties, one a geriatric-type formula, the other for "teen agers on up." They will be comparable in price to other brand vitamins. Doherty, Clifford, Steers & Shenfield handles Sonotone's national campaign; local advertising by the hearing aid stores is co-op, handled by the company.

• **Imperial Oil Ltd.**, Toronto, has agreed to let Trans-Canada Telemeter present, on a pay tv basis, four live broadcasts of Sunday out-of-town National Hockey League games in a test in Toronto. The test begins Feb. 28 out of New York, through Imperial's broadcast agency, MacLaren Advertising Co. Ltd. Imperial Oil has the rights to all league hockey broadcasts out of Montreal and Toronto.

• **Sperry & Hutchinson** was the winner in the escheat proceedings brought against it by the state of New Jersey *(see story on Page 75)*. The state supreme court upheld a previous ruling by the appelate division. The state had sought to collect $7,615,000 from the stamp company as representing the value of unredeemed trading stamps.

• **Westinghouse Electric Corp.** will announce Monday (Feb. 1) that the company's major appliance division will promote its products in newspapers and on tv and radio during the next three months. The national program will begin with electric range ads during March.

• **The Federal Trade Commission** today (Jan. 29) dropped its complaint against Chas. Pfizer & Co., Brooklyn, on the grounds that since Pfizer has discontinued ads containing the names of fictitious doctors, the case is moot. The FTC complaint was filed last year (AA, May 25) and stemmed from a *Saturday Review* article hitting Pfizer for using fictitious doctor business cards in ads for Sigmamycin.

• **Procter & Gamble Co. of Canada Ltd.**, Toronto, has named Hal E. Payne director of advertising, effective March 1. He succeeds R. P. Beadon, who will go to Cincinnati on special assignment.

• **Robert M. Lambe Jr.**, vp in charge of sales, WTAR Radio-TV Corp., Norfolk, will become president and general manager, effective Feb. 1. He succeeds Campbell Arnoux, who has been appointed chairman of the board.

• **Lincoln-Mercury division** of Ford Motor Co. has named Chase Morsey Jr., formerly with the Ford division, to the post of manager of Lincoln-Mercury's general marketing office. The shift is one of a number being made in the company's marketing organization.

• **W. F. Young Inc.**, Springfield, Mass., maker of Absorbine, is test marketing a powdered concentrate mouthwash called Absor: Breath, which comes with a disposable paper cup. The user measures the powder into the 12 oz. cup, adds water, and gargles and discards the cup. Twelve portions retail for 59¢. J. Walter Thompson Co., New York, is the agency.

• **Brown & Williamson Tobacco Corp.**, Louisville, is running several tv spots per week for Belair on one or more stations in the areas in which the lightly mentholated cigaret is now marketed. The drive is blanketing Florida, Texas, Oklahoma, New Mexico and Hawaii and a large portion of Kentucky. Spot radio and four-color ads in independent Sunday supplements are being used in some of these areas to supplement tv. The recessed-filter brand received its initial introduction via outdoor. Ted Bates & Co. is the agency.

• **Robert F. Hurleigh**, president of the Mutual Broadcasting System, took a view opposite to most of his broadcasting contemporaries, endorsing the proposal that the Federal Communications Commission take jurisdiction over programming. In a brief filed with the FCC Friday (Jan. 29), Mr. Hurleigh asked the commission to "clearly articulate that licensees have a duty to present programming responsive to the needs of all people—not a selected vocal minority of teen agers."

• **North American Car Corp.**, Chicago, lessor of railroad cars, has named Roche, Rickerd & Cleary, Chicago, to handle its advertising, effective Feb. 1. The account is expected to bill $100,000 this year. Doremus & Co., Chicago, is the former agency.

• **TV reprieve**—"Person to Person," which has been in danger of fading from CBS, has been picked up by Allstate Insurance Companies, Skokie, Ill., for alternate-week sponsorship starting Feb. 19. This buy, through Leo Burnett Co., will run through September at least.

• **Albert W. Hammond**, business manager of *McCall's* advertising and promotion departments, has resigned, effective immediately.

CORNWALL MILLER, *formerly sales promotion manager of Boating Industry, New York, has been named to the newly created position of sales manager of that Conover-Mast publication. Mr. Miller will be succeeded by Norman Mitchell, formerly of Fawcett Publications.*

Farmer Is $35,000,000 Advertiser, U.S. Finds

(Continued from Page 1)

$25,000,000 was spent for promotion of dairy products alone, with $13,800,000 invested in advertising. Dairy product promotion advertising included $4,200,000 in tv, $2,600,000 in newspapers, $2,000,000 in magazines, $1,800,000 in radio, $1,300,000 in outdoor, and smaller amounts in trade publications, ad allowances and outdoor.

■ Organizations concerned with promotion of fruit spent $20,500,000, including $11,100,000 for advertising. Media breakdowns included $3,500,000 in magazines, $2,800,000 tv, $2,400,000 newspapers, $1,000,000 radio.

Also in the survey are promotions for natural fiber (cotton and wool), $3,500,000; meat and livestock, $3,400,000; vegetables, $2,400,000, and poultry and eggs, $2,300,000. More than 57% of the promotions are on a commodity basis. About 22% involved promotion of a branded product identified with a particular producing area, such as Maine potatoes, Idaho potatoes, Washington apples or Florida citrus.

■ About 48% of the programs were national, but slightly over half the advertising was national. In geographic terms, the $67,000,000 for promotion included $31,800,000 for national programs, $17,300,000 for state programs, $10,900,000 regional and $6,500,000 local. In terms of advertising activity, of the $35,000,000 in advertising, $15,500,000 was national, $8,900,000 statewide, $6,100,000 regional and $4,200,000 local.

Copies of the report, Marketing Research Report No. 380, "Promotion of Farm Products by Agricultural Groups," may be obtained free from Office of Information, U.S. Department of Agriculture, Washington 25. #

Filipetti Joins Shaw as VP, Creative Director

George E. Filipetti has joined John W. Shaw Advertising, Chicago, as a vp, creative director and member of the plans board.

George E. Filipetti

Mr. Filipetti was formerly a vp and creative director of Arthur Grossman Advertising, which merged with Donahue & Coe and later with Keyes, Madden & Jones. Prior to that, Mr. Filipetti was a group copy supervisor at Foote, Cone & Belding, and a group copy head at Ruthrauff & Ryan.

Self Regulation, More Code Urged at FCC Hearings

(Continued from Page 1)

sion would be tempted to get deep into the evaluation of programming, he conceded he had nothing to suggest over existing procedures which require broadcasters to submit general outlines of their intentions.

Broadcasters appeared as FCC rushed to close out a seven-week-long re-appraisal of its powers and obligations in the regulating of stations. The commission had hoped to close the hearing tonight, but it had to postpone appearance of ABC until Monday.

▪ NAB's code was lauded repeatedly as the vehicle of self-improvement, with NBC Chairman Robert Sarnoff urging the commission to give it official endorsement. Commissioner Robert E. Lee displayed skepticism, pointing out that the commissioners individually have been plugging the code. "I don't see what more we can do," he quipped. "We have already lifted our eyebrow to the hairline."

NAB President Harold Fellows informed FCC of a series of new moves to increase the effectiveness of the tv code, including a proposal that the advertiser and agency contracts include language specifying that commercials must comply with the NAB code.

▪ While he did not elaborate on this proposal, NAB staff members noted similar ideas have been discarded in the past largely because of anti-trust implications. "We are convinced now, however, that the Attorney General would regard such a provision sympathetically," one NAB source reported.

Industry witnesses unanimously upheld the advertiser's contribution to programming, defended rating services and denounced proposals for licensing networks.

▪ Donald McGannon, president of Westinghouse Broadcasting Corp., commented, in response to a question by Commissioner Robert Bartley, "Anyone who urges no involvement by the advertiser isn't facing up to the basic problem of the advertiser who is trying to develop a corporate image." NBC's president, Robert W. Sarnoff, termed the advertiser contribution over the past 10 years "expansive rather than restrictive."

"Instances where advertisers have done harm are extremely rare," he commented. "There is nothing wrong with the advertiser saying something about a program where his name is involved."

▪ CBS President Frank Stanton unveiled a new CBS policy on advertiser review of dramatic programs. "I think it is also time," he declared, "that we recognize the injustice of assuming that advertisers are the bad guys and a force for evil. On the contrary, their objectives and ours, and indeed the public interest in the fullest sense, are normally compatible."

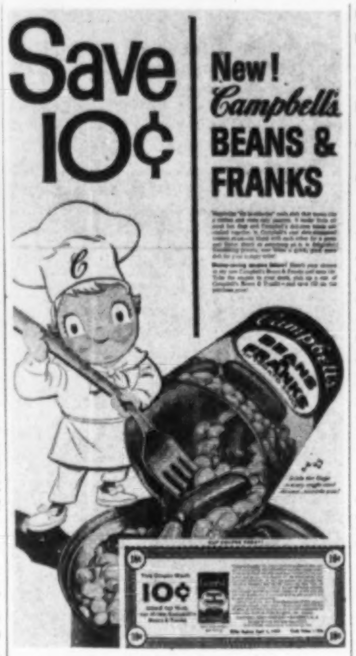
The CBS plan allows the advertiser to participate in the creative process, "to the extent that his suggestion is constructive." Decisions are to rest with the CBS television network program department. The advertiser may object to the program, or an element thereof, if he believes it will be detrimental to his product or an element thereof.

▪ If the objection is well founded, the network will try to cure the objection, if it can be done without impairing the program, or it will broadcast the program without charge or obligation to the advertiser. If the network feels the objection is not well founded, the broadcast will proceed and the advertiser will be held to his contract.

CBS also announced that additional policing of commercials will be adopted. Mr. Stanton said the network is actively at work formulating new principles on acceptance of commercials for personal products and remedies. Another new policy requires that CBS representatives witness demonstrations to verify them before they are used in commercials. Where this is impractical, the network will ask full, certified description of the circumstances and procedures of the demonstration.

▪ Chairman John Doerfer saw operating problems in the industry's plans to base license renewals on narrative-type statements outlining the broadcaster's contributions to the welfare of his community. "How do we review 'totality'? By tapes or by reading?" he asked Mr. McGannon. "How do we write instructions which our staff can understand," he asked Mr. Sarnoff. "Isn't the scourge of conducting business the uncertainty about government policy? Wouldn't you rather have a rule, no matter how obnoxious, than an ephemeral thing like this?" he pressed.

▪ The industry approach argued that FCC had neither the legal right—nor skill—to specify programming needs for the entire country. In the same vein, Mr. Stanton said the only thing that could result from licensing of networks would be government intrusion in programming. Mr. Sarnoff said if licensing of networks is justified, so would licensing of program packagers and others who supply material to tv. #



SAVE TEN—*Campbell Soup Co. is testing its new beans and franks in about twelve markets, using two-color newspaper ads such as this, featuring a 10¢ coupon offer. Needham, Louis & Brorby, Chicago, is the agency.*

Lever Tests 'Light-Weight' Spry

Lever Bros. is testing a "light-weight" Spry in Pittsburgh. The product is the same in volume as the regular Spry but has more air in it. Spry has not had any major promotion in more than a year. Kenyon & Eckhardt, New York, is the agency.

$1,400,000 Garrott Shop Opens with Ex-Grant Accounts

LONDON, Jan. 27—Eric Garrott, until recently managing director of Grant Advertising Ltd., London, and Fred Vinter, former creative director of Lintas Ltd., have opened their own agency, Eric Garrott Associates, with a brace of accounts.

They estimate the new agency, which opened with a staff of more than 40, will bill $1,400,000 in its first year.

Among the accounts announced as the agency went into business this month are Helena Rubinstein Ltd., Prince Gourielli Ltd., Calor Gas Ltd., and British School of Motoring Ltd. All were previously handled by Grant.

Mr. Garrott is chairman and managing director of the new agency. Mr. Vinter heads the creative and marketing side.

▪ Mr. Garrott said the agency has "a hand picked" staff. "It includes some of London's leading specialists in their fields," he added.

Among them are James Brason, previously a tv group director at J. Walter Thompson Ltd., head of television; Victor Caesari, formerly art director at Grant Advertising Ltd., art director; Harold Lee, formerly media manager, Lambe & Robinson-Benton & Bowles, media chief.

▪ Geoffrey Goodyear, vp in charge of Grant's India operation with headquarters in Bombay, was named to succeed Mr. Garrott. The India post will be filled by Murray Powers, vp in Grant's international division in New York.

In other changes, George Griffin, head of Grant's Bankok office, was transferred to New York. He was succeeded by Geoffrey Brookes, a newcomer with Grant.

Armour Agrees to Drop 'Churn' in Margarine Ads

WASHINGTON, Jan. 27—After nearly four and a half years of litigation with two federal regulatory agencies, Armour & Co. today agreed to cease and desist from using words like "churn" in ads for Cloverbloom margarine.

The consent order terminated a proceeding which had been initiated by the Department of Agriculture in August, 1957, under sections of the Packers & Stockyard Act which authorize the department to prevent deceptive advertising by packers.

Previous to the announcement of the consent order, oral hearings had been held in Washington and Chicago. The order does not constitute an admission of guilt.

▪ In August, 1955, the Federal Trade Commission issued a complaint charging that the word "churn" in Cloverbloom 99 advertising implied that margarine is a dairy product. In April, 1956, FTC withdrew from the controversy with a decision that the Secretary of Agriculture is responsible for enforcing honesty and fair dealing by packers.

Throughout the litigation at both agencies Armour took the position that its ads were truthful, since Cloverbloom 99 is churned in real butter churns. #

INTERVIEWEES—*The new president and the new chairman of William Esty Co., John Peace (left) and James J. Houlahan, pause for this camera shot during an interview by Advertising Age.*

We Don't Want More Than $100,000,000 in Billing, Says Esty's New President Peace

NEW YORK, Jan. 27—One of the reasons behind the appointment this week of 37-year-old John Peace as president of William Esty Co. is the conviction of 52-year-old James J. Houlahan, new chairman of the agency, that "a man's most productive years span the late 30s to the very early 50s."

Mr. Houlahan added, in an interview yesterday, "I do mean the very early 50s, because when you pass that age you have too many inhibitions."

He hastened to explain that, at 52, he had no thought of retiring. "I hope to be here for another ten years," he said. Mr. Houlahan said that "the greatest insurance against retiring is getting good young men in at the top" of the agency.

▪ Mr. Houlahan and Mr. Peace explained the Esty philosophy of operation. Basically, the agency wants to work with a few, big companies.

"The smoothest, most effective way to add to billings," said Mr. Houlahan, "is to work with a limited number of clients, clients you're used to, instead of staffing up for a new one.

"It's risky, but if you don't get bogged down with a lot of accounts and you keep a core of experienced, key people, the odds are in your favor."

Esty's client roster today encompasses only nine names, but they are worth $75,000,000 in billings. Clients are Ballantine (beer and ale), Chesebrough-Pond's (Vaseline), Thomas Leeming & Co. (Ben-Gay), Pacquin (hand cream and Silk 'n Satin lotion), National Carbon (consumer products), Reynolds (Camel, Winston, Salem, etc.), Sun Oil (gasoline and oil), Nestle (Nescafe, Maggi) and Coca-Cola Bottling of New York (Veep, orange and club sodas).

▪ Mr. Peace said the agency's clients put out 21 products, "and 11 of them are best-sellers in their fields." These he identified as Camel, Winston, Salem, Prince Albert, Ballantine beer (first in the East, where it is distributed), Ballantine ale (first nationwide), Eveready batteries, Prestone anti-freeze, Ben-Gay, Pacquin and Vaseline.

"This is a creative business," said Mr. Houlahan. "Any big client organization today has sales and promotion know-how; the one ingredient an agency can add is creative talent in putting the story across."

(Esty came up with "it's fun to be fooled—it's more fun to know" for Camel; the "Lots more suds from Super Suds" for Colgate; Nescafe's current "43 beans in a cup" campaign and Three-Ring Pete for Ballantine.)

▪ Mr. Houlahan, who said his agency has no new-business department, pointed out Esty "has gotten a good piece of business every year for the past several years."

(It got the $6,000,000 Ballantine account in 1955 after that client had spent 20 years with J. Walter Thompson Co. It added Sunoco in 1957, from Erwin Wasey, Ruthrauff & Ryan; it won Vaseline petroleum jelly in 1958 from McCann-Erickson. It took over the $3,500,000 Nescafe business last June, when the Bryan Houston Inc. agency was absorbed into Fletcher Richards, Calkins & Holden.

Esty dropped $15,000,000 worth of Colgate-Palmolive soap and dentifrice billing on Dec. 31, 1956, by "mutual agreement"; 19 months earlier it resigned something like $2,000,000 in General Mills advertising. Last May, Esty and Underwood Corp. "mutually agreed to terminate their relationship, effective July 15." Underwood had been spending about $1,500,000.)

▪ Mr. Houlahan said he and Mr. Peace were interested in accounts "that fit into our category of consumer goods with a heavy turnover and a low unit cost; that give us a feeling the products really have merit and can compete in their fields; and if the company is one whose management we respect."

Pointing out that Esty has had R. J. Reynolds for 28 years and Thomas Leeming for 27, Mr. Houlahan said the "most important ingredient in a client-agency relationship is trust; we trust them and they trust us." With this kind of setup, he added, "you can eliminate a lot of waste motion."

▪ Mr. Peace said the agency, started in 1932 by the late William Cole Esty, who began minus accounts, could see itself handling perhaps 12 accounts, billing as much as $100,000,000. But Esty would not want to get much larger than that, he indicated.

"All of top management wants to continue working the way it has been—all the top people working on all the accounts, as needed. We don't know what problems we'd encounter if, say, we got to account 10 or 11. We don't want to lose our present relationships, and we don't want to split up to handle different pieces of business."

Mr. Peace indicated that Esty's top management could be viewed in two flights. The first, including Mr. Houlahan and Dr. Wallace H. (Pop) Wulfeck, comprises "the more mature people." The other is made up of Samuel H. Northcross, Grant Thompson, Mr. Peace and possibly some others. This is the younger group.

▪ Mr. Peace, who has spent his entire business life with Esty, was vp and media director when he was named to the board. He is the third man to sit in the president's chair, having been preceded only by Mr. Houlahan, named in 1947, and Mr. Esty, who died in 1954. #

Under Fire, Admen Admit Too Much, Hurt Own Image, Reagan Tells AAW

(Continued from Page 1)

is "wasting time," and he recommended a three-point program for continuing action: 1. Interpret to the public the role of advertising in our free economy. 2. Organize and document the value of advertising, so the advertiser does not question the dollars spent. 3. Itemize the influence of advertising on our society and its beneficial effects.

Lee Fondren, KLZ, Denver, vp of AFA and an AAW board member, pointed out there is now no question that whereas tv and radio were first suspect, now all advertising is in the same situation.

Mr. Fondren said he feels real good will come of the growing awareness of the common good in keeping advertising truthful and above reproach in all media. He urged all advertising people to know more about other facets of advertising, as well as their own.

■ "We need to be more than casually concerned when an attack is made on any part of advertising and stop figuring it's a dog-eat-dog deal where the ad dollars the other guy loses may come our way. Of course we must continue to be competitive for the advertising dollar . . . but we must first defend the basic right to advertise, and then fight to get our share."

Mr. Fondren said Advertising Week should be 52 weeks of the year, and that AFA and AAW need to get closer together for the common interest and goals. It is possible, he pointed out, noting that both cooperate in Advertising Week, and the first combined AFA-AAW convention in history will be held in Denver in June, 1962.

■ AAW authorized its president, Dick Ryan, to appoint a committee to study problems offered by current attacks on advertising, and to come up with a continuing counter-acting program, at the group's June convention in Mexico City.

At the conference, the association announced it will participate in and contribute financially to the Advertising Federation of America's conference and cocktail party to be held Feb. 5 in Washington. This action followed a report to the directors by Robert Feemster, speaking for AFA.

The two actions followed lengthy discussions of the current threats to advertising in board and general meetings. Californians particularly were still seething over the recent remarks of Gov. Edmund Brown, who last week attacked the "evils of advertising" (AA, Jan. 25).

■ At the directors' meeting preceding the business sessions, Robert Sample of the Los Angeles Better Business Bureau, president of the Advertising Club of Los Angeles, presented the views of his club's board of directors. He said that at the last meeting of his directors "concern was expressed that none of the advertising organizations had actually, or at least openly, faced squarely up to the unfavorable publicity that advertising is presently receiving . . . all of which tends to mislead the public and destroy confidence in advertising."

Mr. Sample said his club instructed its delegates "to see to it that the matter be brought to the attention of this mid-winter conference in the hope that some forthright action will be taken by the Advertising Assn. of the West to let all know of its stand against any advertising, or any advertising practices, by any advertiser, advertising agency, or media, that would in any way tend to destroy the integrity of advertising or the advertising profession itself."

He said he was pleased to hear AAW President Dick Ryan publicly examine these problems and point out the necessity for those in advertising to make every effort to eliminate practices which can be criticized or which might bring about legislation which no one wants.

■ Mr. Sample said he was similarly pleased with the action of the Advertising Club of Denver which, on Dec. 15, wrote a letter to the president of the Barbasol Co. criticizing a series of ads as being in bad taste that could cause the public to look with disfavor upon much other advertising. He advocated that more advertising clubs take the same stand in similar situations.

He said the clubs could "very well go a step beyond such notifications to advertisers and their agencies and should direct the attention of media to the fact that the notifications have gone forth, so that media may know that advertising clubs, and in all probability most reliable advertising people, frown upon such methods."

Mr. Sample recalled this was the action taken by advertising nearly 50 years ago when the National Vigilance Committee was formed at a meeting of the Advertising Clubs of the World. Noting that the Better Business Bureau evolved from this movement, he pointed out advertising clubs were prominent in it, and that the Los Angeles BBB had its beginning in the Advertising Club of Los Angeles.

"I believe that advertising can again, with the aid of the leaders in the field, advertising clubs and associations, and the Better Business Bureaus, pull the profession up by its bootstraps to put it on the high level where we all wish to see it." Mr. Sample's conclusion was the suggestion that AAW "take whatever steps are necessary to put into action a program that will do this very thing."

Richmond Dailies Set Color Session

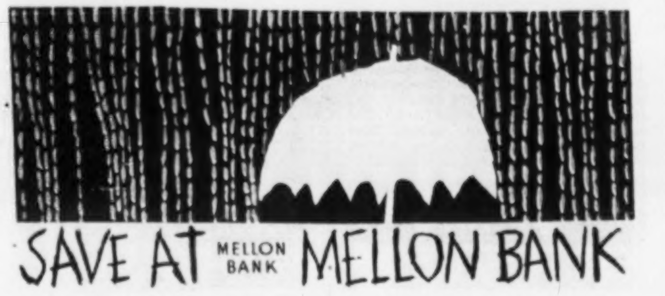
RICHMOND, Jan. 26—An r.o.p. color conference has been scheduled by the *Richmond News-Leader* and *Times-Dispatch* here for Feb. 23.

Speakers at the day-long conference, to be held at the Commonwealth Club, will include Alan Donnahoe, vp of the sponsoring newspapers; John W. Amon, executive art director of Needham, Louis & Brorby; Glenn Arthur, ad manager, *Appleton Post-Crescent*; Budd Gore, ad manager, *Chicago Daily News*, and others.

In addition to speakers, a film on r.o.p. color will be shown by R. Hoe & Co., and Sentry Markets, Milwaukee, will show a presentation on r.o.p. color use in the grocery business. #

Argus Moves to Y&R Ltd.

Argus Cameras of Canada Ltd., Toronto, wholly-owned subsidiary of Argus Cameras, Ann Arbor, Mich., has appointed Young & Rubicam Ltd., Toronto, to handle its advertising. The account, formerly handled out of the Detroit office of Y&R, was moved to Toronto as a result of Argus' growth in Canada and the planned introduction of new lines.



WINNER—*This outdoor poster won first place in the third annual exhibition of the Art Directors Society of Pittsburgh for Mellon National Bank & Trust Co., Pittsburgh. Tony Saris, art director, Fuller & Smith & Ross, the bank's agency, accepted the award as the artist who designed and executed the poster. Josh Horton, assistant cashier and advertising manager of the bank, represented the bank at the awards ceremonies.*

Consumer Dissatisfaction Is Best Source of Product Improvement Ideas, Panelists Assert

NEW YORK, Jan. 26—Eight simultaneous round table discussions, covering such areas as marketing industrial and household products, package design, new products and product diversification, were a highlight of the 33rd annual convention of the Assn. of American Soap & Glycerine Producers last week.

The household products round table, presided over by Robert Kahl, vp in charge of marketing, Borden Co., determined that new or improved product ideas are more readily developed by finding out consumer dissatisfactions with present products and then developing products to eliminate those dissatisfactions than by asserting superiority.

In other words, the "mine doesn't" approach ("Mine doesn't yellow like other floor waxes") is considered a better sales approach than "Mine's better," since the implication in the latter is that the consumer already is somewhat satisfied with what she has.

■ Successful product promotion requires a "What's in it for me?" angle for three prospects: The consumer, to get her to buy it; the trade, to get it to stock and sell to the consumer, and company salesmen, who should have tools to help them sell the trade.

Many market successes are won because an executive who has made a mistake "then throws assets into the fight until he bails himself out," a round table on product diversification concluded. This group was headed by Samuel L. H. Burk, partner in Rogers, Slade & Hill, management consultant.

The panel noted that many products which are suitably market tested are still commercial failures, and cautioned against emotional decisions which are in conflict with rationally obtained data.

■ A group discussing the marketing of industrial products, led by Balfour J. Augst, of Armour & Co., concluded that once a new industrial product is introduced, the best sustained promotion uses "trade journals which stimulate inquiries followed by specific direct mail; then followup by the salesmen or distributor."

In the industrial field, probably less than 1% of the gross dollar sale is generally spent for advertising and promotion, and in some cases it is well under 0.5%, it was concluded. In selling industrial products, personal sales contact was considered "a must."

Specific markets should be aimed at, rather than multiple markets with a single all-purpose program, it was noted. And renaming of an item for sale to various industries was suggested. #

Halverson Named to Head Evans' New Portland Offices

Allan Halverson

Allan Halverson has been appointed to direct operations of the new Portland, Ore., office of David W. Evans & Associates, located in the Executive Bldg., 811 S.W. Sixth Ave.

Mr. Halverson, who has been with the organization's Salt Lake City and Seattle operations during the past year, was formerly an account executive with Crook Advertising Agency, Dallas.

Sterling to Nahas-Blumberg

James W. Hughes, president of Sterling Motors, Dallas, has announced the appointment of the Nahas-Blumberg Corp., Houston, to handle its advertising, public relations and marketing. Sterling Motors distributes Renault and Peugeot automobiles in Texas, Oklahoma and New Mexico.

Van Driel to KGGM, KGGM-TV

Bob Van Driel, formerly radio-tv director at Ward Hicks Advertising, has rejoined KGGM and KGGM-TV, Albuquerque, N. M., as program director.

Earley Heads New Marketing Unit at Meldrum & Fewsmith

CLEVELAND, Jan. 26—Meldrum & Fewsmith has integrated its media, research and field service departments and its business library into a single marketing services group to meet expected complex marketing problems of the 1960s, Herbert W. Cooper, president, has announced.

Heading the newly integrated group is Arthur E. Earley, who was associate media director before being promoted to his new responsibilities. When a marketing problem arises, the group will be able to gather marketing information simultaneously through its media contacts, original research, its business files and from interviews conducted by its field service department, Mr. Cooper said. #

Air Force Invites Agencies to Solicit Account

Agencies have been invited by the Continental Air Command, Mitchell Air Force Base, Long Island, N.Y., to enter competitive solicitation for the Air Force reserve recruitment-motivation account for fiscal 1961. The account, which bills about $200,000, currently is handled by Benton & Bowles, New York.

Barrow Warns Against 'Unwise' TV Legislation

(Continued from Page 8)

was being broadcast because of merit may well be an unfair trade practice.

"Also, the licensed broadcaster whose facilities were, without his knowledge, misused through the 'payola' practice, may be able to recover from the recording companies under the familiar doctrine of unjust enrichment," he added.

Dean Barrow termed the rigging of quiz shows as "merely a symptom of a condition within the broadcasting industry which was known long before the quiz show scandal."

He defined the condition this way: "Of all the components in the broadcasting industry—broadcasters, networks, program packagers, national station representative agencies, advertising agencies, and advertisers—the only component charged with responsibility to the people is the licensed broadcaster and, because his power in broadcasting is relatively weak, he is not held to a high degree of responsibility by the FCC."

■ What is needed, according to Dean Barrow, is charging the components of broadcasting with the responsibility for the exercise of the power they hold. He said a blueprint of much of the action required to achieve this is set forth in the Barrow report.

That report recommends numerous changes in the Communications Act and the FCC rules. It calls for adoption of a vigorous policy of reviewing applications for renewal of licenses; a recommendation that the Communications Act be amended to empower the FCC to impose less severe sanctions than revocation of license.

"The 'death penalty' is simply not suited to the types of infractions to which the rules are addressed," the dean noted.

The report also called for rules to assure freedom of the licensed broadcaster to exercise his program selection responsibility. Direct application of rules to networks would create a favorable atmosphere for enforcement and would place responsibility on the shoulders of "him who holds the reins of power," Dean Barrow added.

He emphasized the "need for balanced programming" and called for a "balanced program doctrine" at both the station and network levels.

■ Dean Barrow assured the audience that advertisers and their agencies would not abandon all control of programming under the balanced program doctrine. They could own and present programs as they now do, he said. "However, to assure that the program would be acceptable to the network, they would have to bear the balanced program doctrine in mind. They would have to think, not only of sales, but of the communications function of broadcasting.

"It would be in their long term interest," he said, "to give more thought to financing some programs which are intended to serve the public interest in broadcasting, whether these programs are the best vehicle for advertising or not. Such action would constitute a partial payment for the privilege of advertising over a medium which belongs to the American people and must, first of all, serve the interest of the people." #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

Outstanding advertising sales opportunity available at major publishing house for college graduate from 23 to 28 years old. Must be creative and ambitious. Application and photograph should be sent to

Box 3347, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

ADVERTISING AGENCY ACCOUNT EXECUTIVE
Packaged Meats

To smart young all'round creative contact man with background in packaged meats and foods plus experience in radio, TV time buying—well known, solid Cincinnati agency offers BIG Immediate Opportunity leading to vice presidency within year. Other benefits. Write, in confidence, full details of background and salary expected.

Box 3348, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard   Mr. Pollard
WA 2-2306   220 S. State St.,   Chicago 4

YOUNG COLLEGE GRADUATE

Unusual opportunity for smart, personable young contact and creative man in well established Cincinnati agency. 2 short trips a year calling on Southern Military Schools. Pleasant contacts. Remainder of year writing TV and other copy for present clients, etc. Generous commission on new and old business. Write fully, giving educational, family background, experience.

Box 3349, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE NEED AN ADV AGY . . .

or manufacturer. We are and will remain free lancers, a top creative layout-man, a production man . . . others if needed. Group desires to relocate in close proximity to adv. agy. which needs ready art source.

Box 3364, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING OPPORTUNITIES

Media Director, Market Analyst	to $12,000
Marketing Director	to $20,000
Layout Artist	$ 7,800
Copywriter	$7-8,000
Industrial Relations	$ 6,600
Editor Publicity Writer	$ 9,000
Account Executive	open

Send Resume To
WABASH EMPLOYMENT AGENCY
202 S. State Street - 15th Fl.
Chicago 4, Illinois   WAbash 2-5020

JUNIOR SALESMAN
ARE YOU ONE MAN IN FIFTY

Who hasn't found the job that will grow with him? Do you want the challenge of an intangible sale in the incredible field of electronics marketing?

As the leading electronics publication we would like to meet you. If you are bright enough and ambitious enough, we would like to have you.

One year sales after college will help but are you self-motivated? The main thing we want is drive.

Applicants must be between the ages of 23-26, and willing to travel. Beginning salary $5,000-$6,000 plus commission and expenses.

HAYDEN PUBLISHING COMPANY
664 North Michigan Avenue
Room 630
SUperior 7-8054

HELP WANTED

SPACE SALESMAN FOR EAST COAST with headquarters in New York City area on the leading publication in building maintenance and construction field. Want full-time salesman only with selling experience. Salary, commission, pension plan. Send resume' stating background and current income.

Box 3350, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising Salesmen (2) Outdoor advertising experience. Unlimited potential. No travel. Send complete resume. Salary plus commission.

Box 3351, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity .... editors
advg. managers .... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

SMITH & DORIAN, INC. is looking for an account representative. To start, he'll assist on a couple of good accounts; later, he'll take over. Types of accounts: marine, electronic, chemicals, air conditioning, hard goods. Our hopes are for a man, probably in his 30's but perhaps younger or older, who's driven by ambition . . . known by past employers as a take-over man who grows in his job and constantly wants more . . . has a fine reputation with past clients. Starting salary: $6-8,000; raises in a hurry for the man who proves out. Please send resume to **Ron Smith, President; 256 East 49th St., New York 17.** We'll reply to everyone.

LIKEN EMPLOYMENT SERVICE
Specialized & confidential Placement
of
Advertising, PR & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg Pgh. 22, Pa.

COLOR RETOUCHER

Newly Formed Studio With Sales-Plus Looking for New Talent, Faces, Ideas, Excellent Space, Top Money, Quality Work. Replies Confidential.

Box 3352, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST FOR P.O.P.

We are in the business of creating and producing Point-Of-Sale displays for large national advertisers and would like to add another artist, with display or professional experience, to our staff. Ability to execute display ideas, crisp layouts, rough illustrations and lettering essential. By appointment only—Phone Miss Carney.

Ketterlinus Litho. Mfg. Co.
WH 4-3425
Chicago, Illinois

POSITIONS WANTED

SALES PROMOTION—FREE-LANCE

Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates . . . Free Fact File: **MU 3-1455, the copy shop,** 270 Madison Ave., NYC 16.

CHICAGO . . . CHALLENGE ME!

Wet my appetite with complex marketing problems. Will find logical solutions! 10 yrs. broad exper., 4 yrs. AM-SPM of ind. co. multi prod, mkts. 6 yrs. copy, print, mkt. res., 5 yrs. coll, Age 33.

Box 3354, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young (37) successful college grad, former dist. sales mgr. largest nat'l toilet article co. desires sales and promotion management in smaller growth company. Resume sent upon request.

Box 3355, ADVERTISING AGE
630 Third Ave., New York 17, New York

VOCAL CHARACTERIZATIONS
creatively distinctive, and different,
FOR SPOT COMMERCIALS:
in radio, and television cartoon films.

Box 3356, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

CREATIVE INDUSTRIAL ACCOUNT EXECUTIVE

. . former writer, ad manager, offers broad experience, top accounts, many fields, to New York or New England agency or manufacturer. Salary range $17,000 to $20,000; or part-time. Address

Box 3305, ADVERTISING AGE
630 Third Ave., New York 17, New York

MKTG & MERCHANDISING SPECIALIST—SPACE REPRESENTATIVE—PR MAN

Former merch mgr US Rubber Co. Presentations given at highest level. 10 yrs. successful creative sales B/G. Age 36. Desires solid association with growth.

Box 3278, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OBJECT: MERGER

Experienced free lance designer wishes to settle down with respectable company.

Box 3353, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXEC. AVAILABLE

12 yrs. adv. exp. in food and ins. fields. Presently dept. mgr. Exp. covers trade paper, direct mail, TV, radio, and newspaper. College Grad., age 34; seek position with agency or as ad. mgr. Salary $10,000 range. Available 30 day notice.

Box 3357, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top-notch visualizer desires position with progressive advertising agency or manufacturer. Over 15 years experience. Industrial advertising a specialty.

Box 3358, ADVERTISING AGE
630 Third Ave., New York 17, New York

THE RACE IS TO THE SWIFT: Young (25), experienced copywriter in rush to escape copy but stulifying cul-de-sac. Bright, sometimes startling, always professional copy. Prefer, N.J., N.Y., or N. Eng. Med or large agency or mfg.

Box 3359, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SPACE SALES OR AGENCY

4 yrs. college single 31. 3 yrs sales representative for national mfrs. Newspaper space sales exper plus experience as national newspaper representative. Strong on contact. Walter McCoy, 336 East 73rd Street, New York City.

SPACE SALESMAN
KNOWS DRUG AND ALLIED FIELDS.
YOUNG—REFINED—AMBITIOUS

Box 3360, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC—LEGISLATIVE RELATIONS

Ten years solid experience in Public, Community and Legislative Relations with newspaper reporting background. Good press photographer. Considerable public speaking. Willing to travel. Top references. Relocate from New England. Mail your proposition to

Box 3361, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL MARKETING/ADV PRO SEEKS GROWTH CONNECTION

Proven 12 yr. record: A. E. and Ad Mgr. Metalworking, Building, Construction, Farm, Financial, Plumbing, etc. Now bumping ceiling in $3 million agency. Creative thinker, planner, good follow thru. A seasoned, personable 36. Family. Will relocate. Five Figures. Resume.

Box 3365, ADVERTISING AGE
200 E Illinois St., Chicago 11, Illinois

ADV MGR or ACCOUNT EXECUTIVE DENVER AREA or WEST COAST

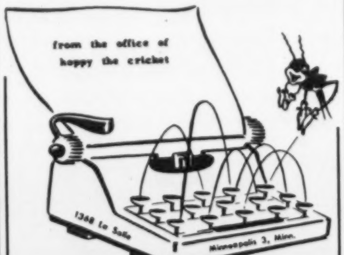
Twelve years diversified experience all phases adv, sales prom, publicity. Industrial, Farm, Trade, Consumer. Marketing degree, married, 35. Resume.

Box 3366, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED **Overnight by Airmail.**
$1.85
Larger sizes, proportionately priced.
Ward Kah Box 87-A
Glendale 6, Calif.

WANTED TV WRITER
TV PRODUCER

Both openings for young men with reasonable amount of experience behind them working on top-flight consumer products or service accounts, but looking for more opportunity to show their abilities. Show us how good you are by sending (insured mail) commercial scripts, films, complete resume, snap shot, salary desired. Material will be returned. Confidences respected. Our staff know of this ad. Top-rated, solid agency. New York State location. Box 923, ADVERTISING AGE, 630 THIRD AVENUE, NEW YORK 17, NEW YORK



old hoppy got a job now
he hoppin around the keys
uv jim holders type riter
sendin out hoppy letters and hoppy grams
building good will for advertisers
peeple say they very clevver
at least they get worried
if they miss them
what i gotta do
kum rite out and tell you
you missin the beat
you dont look into this
name hoppy the crickt
address toppa page

REPRESENTATIVES WANTED

Want **REPS** who call on Sales Promotion Managers of National Advertisers and Chain Stores to carry well-established and best line of **DISPLAY TURNTABLES** at lowest prices. Advertised in Display World, Advertising Requirements, Spot, etc., and mailing list of 5,000.

ELECTRO-MOTION CORP.
BUCHANAN, N.Y.   PEekskill 9-1406

PUBLISHER'S REPRESENTATIVE

REPRESENTATIVE FOR SIXTY YEAR OLD CONSUMER MAGAZINE. DETROIT, TOLEDO AND EASTERN MICH. DETROIT RESIDENCE AND PREVIOUS SPACE SALES EXPERIENCE ESSENTIAL. SALARY, BONUS AND EXPENSES. SEND RESUME.

Box 3362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPS WANTED

Reps who call on Sales Promotion Managers of National Advertisers to carry as a sideline a fabulous new monogramming unit as a dealer loader to help move more goods. Fits in briefcase. **Imperial Monograms, 150-26 Hillside Ave., Jamaica 32, N. Y. AXtel 1-5522**

BUSINESS OPPORTUNITIES

PARTNER

Well known diversified POP display firm, seeks experienced creative salesman or broker, with top flight contacts. Opportunity to share interest with sole owner.

Box 3233, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copy Preparation Shop—established 20 Skilled Personnel—$100,000 plus annually —exceptional opportunity—Chicago Loop. Illness forces sale.
The Typecrafters—22 W. Madison St. Chicago 2, Illinois—CEntral 6-8053

ADVERTISING MANAGER

Partial interest in profitable monthly publication available for sale to man who can direct sales force.

Box 3363, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE 15 PAGE BOOKLET

Essentials of Successful Oil Exploration and Actuarial Expectancy of Profit—Contains some possible tax advantages available to individuals in Oil and Gas Exploration and Producing. Write to **R V Ehrman, PO Box 3093, Wichita, Kansas**

MISCELLANEOUS

PROMOTIONAL RECORDINGS
78 RPM — 8¢
45 RPM — 16¢
33⅓ RPM — L.P. — $1.14
RCA, Columbia, Decca, Mercury
Major artists only.
PREMACK & ASSOC. 17 W. Ontario St., Chicago

WANTED
EXECUTIVE SALESMAN
with
ADVERTISING AND PROMOTIONAL EXPERIENCE IN THE FOOD FIELD

A few choice market areas available for executive salesmen with proven records of selling food advertisers, agencies, and super-markets.

Self starter with contacts can earn $30,000 or more per year selling a dynamic new point-of-purchase merchandising program to supermarkets and advertisers. Exclusive territories now open for Ohio, Minnesota, Florida-Georgia, D. C.—Baltimore. Send detailed resume. All replies held in strict confidence. Write Box 926, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year

AE, outboard motor experience. Big agency.	$12,500
COPY-CONTACT, industrial.	$12M
TV-RADIO WRITER. Young but on his way.	$10M
MKT. RESEARCH SUPERVISOR. 5 yrs. exper. sales and/or mktg. research. Big co.	$10M
MAILING-LIST SALES: Commissions plus . . .	$10M
JR AE, personal powerboating experience.	$8M

GLADER CORPORATION
110 S. Dearborn   CE 6-5353   Chicago

Creative Art Director
Creative Copy Chief

Unusual opportunity in re-organized growing advertising agency in Central New York.

Art Director

If you have executive ability—are exceptional in creative layouts—and can bring out talent in your subordinates, this is a real challenge. Salary open.

Copy Chief

If you're full of creative ideas, are clever with words, and can direct activities in copy department—get things done—this is your job. Salary open.

Send resume for either position to Box 912, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

INDUSTRIAL ADVERTISING AND SALES PROMOTION

Caterpillar Tractor Co., the world's leader in the manufacture of heavy earthmoving equipment, has immediate openings for experienced personnel to fill a variety of advertising and sales promotion positions.

WRITER-PRODUCERS

Challenging opportunity in creative writing: Write and produce sound filmstrips, sales and training material. One or two years' experience required as writer for newspaper, ad agency, or industry. Photographic knowledge, radio or TV writing background desirable.

ASSISTANT TO MARKET SUPERVISOR

Provide broad assistance to all advertising and sales promotion functions for a specific market. Includes national and cooperative advertising and direct mail. College graduate with one-two years advertising—writing experience required.

Send Resumes To: J. C. Myers
Technical and Professional Employment
Caterpillar Tractor Co.
Peoria, Illinois

DON HARRIS
HAS MOVED TO MONARCH PERSONNEL
a 40 year-old Personnel Service, Chicago 4, Illinois

The employers and applicants with whom Don works in the Advertising and Marketing Fields increased to such an extent that he needs the special facilities and helping hands we are happy to provide.

If you were registered with Don Harris previously, you can expedite re-registration with him at Monarch Personnel by writing to him at the above address without waiting to hear from him.

Besides Don's 25 years experience with top agencies in jobs from writer, copy-contact and copy supervisor to account executive and account supervisor, he was Sales and Advertising Manager with a division of a giant food company.

Since mid-1956, he has become a nationally recognized Personnel Specialist in advertising and 1960-type marketing.

MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago 4, Illinois, Wabash 2-9400

Are you a small agency

WITH A BIG POTENTIAL?

Maybe you're a one-man agency or free agent with active accounts—but not big enough to offer your clients full-fledged art, production, copy, research backing. Here's how you can continue to be your own boss—but not have the headaches of a big staff. You retain your accounts—take on some house accounts if you wish—and we do the creative, production, research leg work. A branch operation is a possible consideration.

We're a 35-man Midwest agency—largely industrial and ag equipment—and want to diversify our business and grow. We invite you to grow along with us. We've a top calibre art, copy, production team. This team is at your command.

Box 881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A CAREER REVIEW

. . . may be in order!

We have hundreds of client listings in advertising and related fields. Manufacturer and Agency—$5,000 to $50,000.

Confidential — Nationwide — Efficient

Send your résumé for Confidential Handling

DRAKE PERSONNEL, INC.

America's Largest Advertising Placement Agency

29 East Madison Bldg. • Chicago 2, Ill. • FInancial 6-8700

ATTENTION ADVERTISING AGENCIES

If you place international advertising, or otherwise need the services of a translator, I can provide expert French translations for you, with native fluency.

Please contact:

Jeanne de La Barthe
6165 North Winthrop Chicago SH 3-8900

WANTED: ALL-ROUND AD GENIUS

Venturesome one; copy, layout, generally creative. Work for peanuts without always getting paycheck on time. One-man agcy, building fast, undermanned and undercapitalized, going to 2-man set up. Opp'ty. for action and maybe money.

Box 920, ADVERTISING AGE
200 E ILLINOIS ST., CHICAGO 11, ILLINOIS

HERE'S "HOME" FOR TOPFLIGHT ACCOUNT MAN OR ONE MAN AGENCY

Young, virile agency with top creative staff offers permanent "home" to equally virile account man. If you have some billing and looking to grow with fast-growing team, write us in confidence today. Agency participation available to the right man.

Box 909, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WRITERS

Major Pharmaceutical organization has opportunities available for two creative individuals.

AN ADVERTISING Promotional Copywriter and a SALES PROMOTIONAL WRITER

Would prefer college graduate, Journalistic background. These men must be able to write concisively, lucidly, persuasively and intelligently about drugs.

THE ADVERTISING COPYWRITER
must have ability to develop promotional ideas that will compel the attention of a professional audience (Physicians).

THE SALES PROMOTIONAL WRITER
should be able to recognize sales opportunities and create ideas for sales promotion projects, dig for salesworthy news, prepare informative, explanatory and stimulating communications directed to the field sales staff. Medical background or training in allied science would be helpful.

Wonderful opportunity for career writers Suburban New Jersey location, near N Y C, excellent co benefit program.

Submit resume & salary required, also please specify position desired.

BOX 917
ADVERTISING AGE
630 Third Ave., N. Y. 17, N. Y.

SOME ACCOUNT EXECUTIVE WILL INCREASE HIS SALARY

by $4,000 this year because we offer an unusually lucrative arrangement to a man with $100,000 to $150,000 Space billing. We are an agency of high integrity with a small excellent list of clients for whom we perform successfully. Located out on the Northwest side of Chicago. Write in complete and utter confidence.

Box 913, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

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sales promotion · *mail order specialist*

A nationally known manufacturer located in N.Y.C. requires a mail order sales promotion manager who has the imagination, experience and know-how to effectively stimulate sales of products sold by mail. You may send your resume in confidence as this is a new function.

SALARY $15,000
PLUS INCENTIVES
Address AA 887, 125 W. 41 St., NYC 36

OPPORTUNITY FOR CREATIVE WRITERS

Leading manufacturer of air conditioning products with record of substantial growth has an exceptional opportunity for two young writers.

PR and PUBLICITY WRITER—one who has curiosity to dig out information, uses imagination to produce sparkling copy, has experience to place material with leading media, has skill to edit lively house organ.

CREATIVE WRITER—young man who will take an exciting product and describe its use and application to fire the interest of potential users. A position to challenge the imagination for producing helpful product bulletins, concise training guides and effective sales promotional items.

Looking for recent college graduates who want interesting work with a good future. Excellent opportunity for advancement within a growing company. Send complete resume with picture and salary requirements. Immediate openings.

Box 907 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ENGINEER-JOURNALISTS FOR PUBLIC RELATIONS AGENCY

Two graduate engineers (electrical, mechanical or chemical) who have writing or editorial experience wanted by leading public relations firm to serve industrial clients. Work includes product publicity, technical papers, major speeches, engineering articles, plant openings, and field coverage of newsworthy installations. Solid, continuing growth assures future opportunity. Salary open. Our people know of this ad. Replies held confidential. Reply:

Box 908, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. SALESMAN

One of the country's leading industrial publishers has two exciting openings in the Chicago region.

If you are 26-36, a college graduate, and have:

1. Industrial OEM sales experience, or
2. Advertising sales experience, or
3. A degree in marketing, advertising, business administration or engineering,

you will profit handsomely from this challenging assignment.

Please send resume of personal background and experience. All replies will be answered and treated in confidence.

Send inquiry to: Box 918, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WANTED! Experienced Food Publicity Girl

Top flight writing ability, and media contact. Experience creating and administering large PR programs. Chicago headquarters. Write to Box 915, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

FOR SALE • • • UNOPPOSED • • • PUBLICATION

An Annual. Pocket size. Covers finest, most popular midwest resort and vacation state. 360 pages. Last issue loaded with paid color advertising. Now covers only ⅓ of the market—growth potential very high.

A natural for a single or double ownership. Present owner top-heavy with other interests. First time offered. Full price $40,000. Telephone **John Yeager, GRaceland 7-3200, Chicago, Illinois.**

Copywriters, Can you Say Yes to All These Questions?

1. I work for one of the most famous agencies in the world.
2. I work in close contact with crack art directors.
3. I work on very large accounts, who appreciate creative work.
4. I'm a print man through and through.
5. I think that industrial advertising can be as sprightly as consumer advertising.
6. When I have a good idea that costs money, the client will provide it.
7. I work with imaginative, professional creative men.

If you can't say "yes" to most of these questions, maybe you should write and send a resume to Box 924, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

LET'S GET TOGETHER

Attention publishers who do not have production facilities. We have a surplus of publishing facilities, but a lack of an adequate editorial and marketing staff.

We are interested in amalgamating with a periodical publisher who has an adequate editorial and promotion staff but no printing facilities. This would reduce the cost of field correspondents and space salesmen.

We can see mutual advantages in reducing your costs by enabling your field men to carry another publication.

We could include office facilities in such an arrangement, since we have a modern building and a plant equipped with both letterpress and offset. Let's talk this over. Reply to Box 914, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

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SALES SUCCESS?

Established, diversified & expanding firm wants a man with successful sales experience who wants to broaden his horizons & increase his earnings. Advertising background desirable. Must be personable, present a good appearance, have car. Send complete resume. Confidential.

Box 922, Advertising Age
630 Third Avenue, New York 17, N. Y.

AGENCY GENERAL MANAGER

Wonderful opportunity in fast growing, medium sized industrial agency (Chicago) for G.M. Must be strong creative man with ability to supervise writers, artists, etc. and direct administrative work. Write in confidence outlining background and experience. Our people know of this ad.

BOX 910, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING MANAGER

Wanted an Advertising Manager for a medium sized ethical pharmaceutical company in the metropolitan area. Responsibilities: to produce and coordinate literature, display material, material for conventions. Also for liaison with advertising agency for journal advertising and direct mail. Must be creative and be able to write medical copy and supervise layout and production. He will report directly to the president but will coordinate his activities with medical and sales departments. Salary open.

Box 921, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING COUNSELOR

Our Expansion program to better serve Advertising Men and clients will require the services of a man well versed in all classifications of Advertising personnel. Age not important. Contact: A. E. Glader.

GLADER CORPORATION
(Personnel Service)
"Our 49th Year"
110 S. Dearborn St. CHICAGO, Ill.
Phone: CEntral 6-5353

Wanted

RESTAURANT FIELD EXPERIENCE

We are a large national company with a long list of restaurant clients and seek a man with experience in restaurant public relations, promotion, advertising, personnel, research or any function which involves the development of operating ideas.

Then again, our man might now be employed on a restaurant magazine or be a business writer who can see himself working with restaurant operators.

Permanent position with substantial firm offering opportunity for growth and full employe benefit program.

Reply fully and in confidence as to education and employment background. Our staff know of this advertisement.

Box No. 930, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

WE ARE NOT INTERESTED IN RESUMES! ACCOUNT EXECUTIVES ACCOUNT SUPERVISORS SWITCH TO AN AGENCY THAT'S GROWING AND PLANS TO GET A LOT BIGGER

The business of an agency is transacted through its account people, and we are after the best in the business. We recognize and reward ability, and our concern is with the man himself. If this interests you, please read on.

We currently have openings for one Account Supervisor, and three Account Executives. The type of previous account work you have had is not crucial—we are looking for men who are not afraid to assume responsibility. For your own information, these positions are handling accounts in the food and cosmetic fields.

The Account Supervisor will travel extensively, and will be away from home about half the time. You will work days, nights, and weekends, if necessary. You must regard yourself as an entrepreneur to be successful in this position. If airplanes frighten you, or if decision making chills your insides—don't apply.

The Account Executives will work under pressure, and will be responsible for a lot of detail. They will work for skilled professionals in the agency, on national accounts.

We will negotiate salary after we meet you. Send us only your name and address, and we will get in touch with you. BOX 925, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ARE YOU THE YOUNG BLOOD OUR COPY DEPT. NEEDS?

We need a woman—or a man—with enough experience to know how hard it is to write good copy. We're looking for a writer willing—and able—to turn out anything from an off-beat radio spot to a straight-down-the-line trade mailer. We'll hire someone who's still a year or so away from a 5-figure salary, but who has enough talent and drive to make it to the top—as a writer.

The job we have is writing radio-TV-print for food and package goods—for the kind of clients you expect to find in a 4-A medium-sized agency (Chicago). Send complete resume, please, to Box 927, Advertising Age, 200 E. Illinois St., Chicago 11.

More Market Place ads on Page 94

WOMAN COPY SUPERVISOR COSMETICS

You will *need* at least five years' agency experience—complete facility in print and TV—the ability and drive to start from scratch and come up with a *finished* selling campaign. You will *have* the cooperation and respect of a group of pros—the well-known Wade advantages—a self-respecting salary—the fun of working on one of the country's fastest-growing cosmetic accounts.

Please mail resume to Mary Afflick.

WADE ADVERTISING, INC.
20 N. Wacker
Chicago, Illinois

HOME FASHIONS EGGHEAD

My mind a kingdom is . . . built of silken threads and Persian wools . . . of man made fibres, steel and tile. My forte is color, my skill, creating new markets for home making materials—whether brick or fabric, chrome or wood. If one of these you make or mold or mill. I'll merchandise and publicize it to the skies. Therein lies my background and repute. Herein lies my need: A full time position in the dynamic world of home fashions . . . at a fair salary, commensurate with responsibility. New York City only.

Box 929, Advertising Age
630 Third Ave., New York 17, N. Y.

WE WILL SUPPLY CAPITAL

We are interested in investing in small and medium size agencies with growth potential on a non-participating basis.

◆

If you are an account man and wish to open your own agency we will supply the capital on a non-participating basis.

◆

We are interested only in agencies operating in the South-east. We are interested only in agencies who primarily handle industrial accounts.

◆

This arrangement will be mutually profitable to both parties.

◆

If you are interested reply to the box number listed below. We will contact you with details.

Box 919, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

ARE YOU AN EXPERIENCED ACCOUNT MAN?

If you feel your present position limits your future growth both in responsibility and salary, or if you are anxious to move up faster, this may be your opportunity.

You will join an established account group and be assigned to brands billing several million dollars.

Preferably, your background should be strong in package goods. Experience should cover all phases of account management.

If you are young enough to be flexible, but mature in experience, send your resume to Wayne Schott.

WADE ADVERTISING, INC.
20 North Wacker Drive
Chicago 6, Illinois

SALES PROMOTION AND ADVERTISING MANAGER

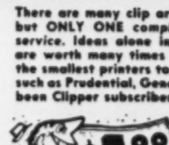
We're looking for a chief who is accustomed to working like an Indian.

Fastest growing lessor of income producing equipment to industry (not automotive) creating opening for experienced administrator for all phases of sales promotion and advertising. Key position as part of merchandising-conscious management. Room at the top in responsibility and compensation for man with broad durable goods or intangibles experience. Must be creative, heavy on copy and direct mail ability to meet with clients' top echelon, run dealer meetings, rough layouts. Resident Chicago area. Occasional travel. Salary open. DO NOT PHONE. Sell yourself in a letter and resume. Have samples ready for interview.

NATIONWIDE LEASING COMPANY
11 South LaSalle Street
Chicago 3, Illinois
Karl J. Berliant, Director of Sales

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.



to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

THE ADVERTISING MARKET PLACE

Advertising Director wishes to place his ADVERTISING PRODUCTION MANAGER

Circumstances beyond his—and our—control make it necessary for this top-notch man to make a change. Over 10 years as production manager in the advertising department of a nationally known company in Cincinnati. Full responsibility for production of sales promotion materials including brochures, broadsides, displays, catalogs, trade ads, and promotion kits. Has complete knowledge of all services needed to produce this material plus what it takes to plan and meet busy schedules. Age 29. Single. Salary approximately $8,000. Will relocate. He has our unqualified recommendations. Write Advertising Director:

Box 931, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HOUSE FOR SALE

Attractive executive Colonial Home in New Canaan, Conn. for NYC commuting. On three attractive wooded acres. **FIRST FLOOR;** Wide entrance Hallway; LR15x29; DR 13x15; Large paneled den or playroom; powder room; ultra modern kitchen, plus a separate laundry room. **SECOND FLOOR:** Four bedrooms, two tiled baths; combination storms and screens; intercom to all rooms; automatic garage doors; black top driveway; large screened porch; darkroom in basement. Priced in the 50's. For further information write Owner Box 1183, New Canaan, Conn. or call WO 6-2894.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

OPPORTUNITY FOR WRITER

capable of producing sales portfolios, catalog sheets, trade paper ads, direct mail pieces, radio script, etc. Production knowledge helpful but not a necessity.
This is a newly created position having a fine future with a nationally known manufacturer in the Chicago area.
Write in complete confidence giving full resume, photo and salary range.

Box 916, ADVERTISING AGE
200 East Illinois Street,
Chicago 11, Illinois

GOOD INVESTMENT FOR AGENCY OR MANUFACTURE

Presently vp. adv-mktg. for small food prod. mfg. Would like to take this experience (plus chain and wholesale sales) back to agency field. This, coupled to bedrock background in mail order, plus 4A agency experience on variety of consumer goods accounts as writer, researcher, acct. exec., could really pay off for agency in acct. exec. or supr. spot. In 30's married, currently 20m range. Stay Chicago or go L.A. or S.F. Box 928, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

EXPERIENCED NEWSPAPER PRESENTATION WRITER

A responsible opening has been created for an experienced advertising presentation writer in the promotion, public relations and research department of this major (500,000 circ.), Mid West area newspaper—leader in strongly competitive market. Requirements include absolute professional competence and personal stability; broad educational background; ability to translate market data into intelligent, creative sales presentations; knowledge of production requirements for chart and slide film; brochures and folders. This is an important staff position with definite administrative potential. Salary is open. Include personal data professional experience and present salary in letter to:

Box 911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

For Sale
Unusual and Unopposed
PUBLISHING COMPANY
(available due to owner's ill health)

Products serve . . . Banks, Mortgage Co.'s, Savings and Loan Assocs., Real Estate Co.'s, Farm—Ranch and home owners. Est'd, 1927.
All products up to date. No compiling costs.
Potential over a **million dollars** a yr. Business has been neglected the last five yrs. due to age and illness.
Now grossing $95,000.00 yr.—netting $65,000.00—Something to think about! Overhead expenses negligible. Can be directed from any locality. $150,000 will handle. Telephone **John Yeager** for details and appt. GRaceland 7-3200, Chicago, Ill.

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY
CONVENTION

COMMERCIAL
INDUSTRIAL

Gossage Blasts Outdoor Ads

(Continued from Page 3)

recluse. Is this not an invasion of privacy? I think it is, and I don't see that the fact that a billboard is out of doors makes the slightest difference. Moreover, this invasion of privacy is compounded by its resale to a third party."

■ Considering the argument that what threatens outdoor advertising threatens all advertising, Mr. Gossage declares that the difference between outdoor and other media is freedom of choice.

"Through a sequence of voluntary acts," he says, "you have given a magazine advertisement permission to be seen by you. You bought the magazine of your own volition; you opened it at your own pleasure; you flipped or did not flip through it . . . You exercise freedom of choice all along the line.

"The same is true of advertisements in newspapers. It is also true of radio and television commercials, though in a different way. You can skip to another channel; you can turn it off entirely. Or you can throw the set out of the window. You cannot throw U.S. 40 out the window, especially if you are on it. Nor can you flip a billboard over, or off."

■ Felix W. Coste, president of Outdoor Advertising Inc., lashed back at the attack on outdoor advertising by Mr. Gossage as an "attempt to rationalize an emotional position."

In a statement to ADVERTISING AGE, Mr. Coste said, "Mr. Gossage's attempt to rationalize an emotional position certainly makes entertaining copy. His thesis that in order to qualify for membership in the Media Club an advertiser has to be a kind of parasite on the editorial body is rather strange.

"I always thought that the justification for advertising was to sell goods and present ideas of service to the consumer, whether through a poster, magazine or newspaper advertisement or tv or radio commercial.

■ "Mr. Gossage should know this, since one of his accounts was a substantial user of outdoor before it was recently transferred to another agency."

Mr. Coste referred to Blitz-Weinhard Co., Portland brewer, which moved from Weiner & Gossage to Johnson & Lewis Advertising, also San Francisco (AA, Jan. 18). The account reportedly billed $425,000, of which about $100,000 was estimated to have been placed in outdoor.

"The manner in which Mr. Gossage associates 'scenery' with outdoor advertising," Mr. Coste said, "indicates a tendency to overlook the policy and practice of the standardized outdoor advertising medium, by which more than 90% of its structures are located in commercial and industrial areas, where business is transacted. The medium has instituted this policy by a voluntary code, and by its support of legislation for the development of proper and adequate zoning."

■ In Chicago, the Outdoor Advertising Assn. of America had decided to let Mr. Coste's statement "stand for the industry." #

Robinson to 'American Weekly'

Elihu Robinson, former promotion director of Topics Publishing Co., has joined *The American Weekly* as sales promotion director, a new title. He succeeds Gilbert Victor, who resigned as promotion manager to join Dell Publishing Co.

Dell, Fawcett, Macfadden Pages and Revenue, 1959 and 1958

Source: Publishers Information Bureau

Listed below are complete page and revenue figures for 1959 and 1958 for all magazines in the Dell Modern Group, Fawcett Women's Group and True Story Women's Group, as well as for the groups themselves. Figures for the individual magazines are broken down to show what each carried individually, and also to show what was assessed to each as its share of the group total. (The circled numeral "15" after Dell Modern Group refers to the fact that this group was not published in January of either year, but resumed in February.)

		Pages			Revenue		
		1959	1958	% Diff.	1959	1958	% Diff.
Movie—Romance—Radio							
Dell Modern Group (429) ⑮		129.40	121.10	+ 7	1,010,938	955,452	+ 6
D-Modern Romances	non-group	186.79*	192.96*		693,225*	654,251*	
D-Modern Romances	total	316.19	314.06	+ 1	1,110,803	1,029,160	+ 8
D-Modern Screen	non-group	80.91*	74.81*		308,800*	264,107*	
D-Modern Screen	total	210.31	195.91	+ 7	743,854	694,202	+ 7
D-Screen Stories	non-group	43.69*	46.25*		58,349*	54,024*	
D-Sreen Stories	total	173.09	167.35	+ 3	216,656	204,472	+ 6
Fawcett Women's Group (429)		137.99	107.79	+28	843,939	646,660	+31
F-Motion Picture	non-group	43.52*	57.57*		108,817*	131,511*	
F-Motion Picture	total	181.51	165.36	+10	441,789	377,887	+17
F-True Confessions	non-group	141.92*	139.44*		562,571*	552,032*	
F-True Confessions	total	279.91	247.23	+13	1,073,538	952,306	+13
True Story Women's Group (429)		136.33	107.28	+27	2,513,155	1,927,088	+30
T-Photoplay	non-group	214.68*	199.03*		988,634*	865,977*	
T-Photoplay	total	351.01	306.31	+15	1,523,135	1,280,686	+19
T-TV Radio Mirror	non-group	26.30*	14.71*		59,759*	27,270*	
T-TV Radio Mirror	total	162.63	121.99	+33	386,582	230,557	+68
T-True Experience	non-group	54.09*	41.60*		50,569*	41,966*	
T-True Experience	total	190.42	148.88	+28	189,592	161,917	+17
T-True Love	non-group	55.31*	41.07*		51,537*	41,242*	
T-True Love	total	191.64	148.35	+29	190,560	161,193	+18
T-True Romance	non-group	56.00*	41.20*		96,107*	76,598*	
T-True Romance	total	192.33	148.48	+30	349,024	297,227	+17
T-True Story	non-group	510.05*	503.59*		4,960,240*	4,636,901*	
T-True Story	total	646.38	610.87	+ 6	6,081,109	5,485,463	+11
Total		1,816.98	1,688.40	+ 8	12,306,640	10,875,079	+13
Dell Total Revenue					2,071,313	1,927,834	+ 7
Fawcett Total Revenue					1,515,327	1,330,193	+14
Macfadden Total Revenue					8,720,002	7,617,043	+14

Honeywell Seeks 'Emeritus' Copy Chief for Staff

Wants Retired Agency Writing Veteran to Help Train Youngsters

MINNEAPOLIS, Jan. 27—Minneapolis-Honeywell Regulator Co. will solve the retirement problem for one over-age copywriter.

In last week's issue of ADVERTISING AGE, the company ran a classified ad seeking a retired or retiring copywriter with at least 20 years' experience, to work full-time or parttime in its Minneapolis headquarters.

What it wants is a "copy chief emeritus" to counsel with creative people in Honeywell's 80-man sales promotion department, which includes eight writers, seven artists, a display designer, film producer, creative photographer, and technical literature manager, all with staffs large enough to turn out most of the work in Honeywell's own shop.

"Most advertising agencies hire experienced copywriters," Honeywell vp Herb Bissell explained to ADVERTISING AGE. "In most instances, they get them from other agencies or from companies like Honeywell. And therein lies our problem.

■ "Since we sell automatic control, not creative advertising, we cannot compete with big advertising agencies for top creative talent. We must necessarily grow our own. We start with raw talent—typically inexperienced, except for college publications—and put them to work the first day writing copy; simple copy jobs at first, but more complex assignments as soon as they are ready.

"We believe we can do an even better job of training young writers, for ourselves and ultimately for the agencies, if we have on our staff an able, professional copywriter to help us, one who is 60-65 years old and who has had many years of rewarding and valuable experience in agencies."

What will the veteran be expected to do? Mr. Bissell has it all laid out:

- "Stimulate our writers, young and old.
- "Provide a sounding board for young writers' ideas on approaches or themes.
- "Enable young writers to get a pro's reactions to the copy that's ultimately written.
- "Critically review major sales promotion material as it comes out.
- "Give our young writers a feeling of pride in the profession of advertising writing—help them to raise their sights.
- "Encourage college-age people to prepare for and seek careers in copywriting by guest lecturing at our neighboring colleges and universities." #

L&N Names Huston and Nelson in San Francisco

Lennen & Newell, San Francisco, has appointed Theodore Huston creative director and Alan Nelson copy chief.

Mr. Huston, who moves to his new job from the agency's Los Angeles office, joined L&N's New York office in 1953 to supervise radio-tv activities. He has worked with CBS as a radio program director. Mr. Nelson, an account executive on Crown Zellerbach Corp., has been with the agency since 1955.

Theodore Huston

Alan Nelson

Vitro Appoints Agency

Vitro Mfg. Co. has appointed Bachman, Kelley & Trautman, Pittsburgh, to handle its advertising program.

Newhouse Donates Multi-Million Fund for Study of Media

SYRACUSE, Jan. 26—A $2,000,000 gift toward establishment of a center for the study of journalism, television and other mass media has been donated to Syracuse University by S. I. Newhouse, newspaper and magazine publisher.

The gift is the initial project of a philanthropic foundation founded by Mr. Newhouse and his wife. Mr. Newhouse, owner of 14 newspapers, Conde Nast Publications and several television and radio stations, said the planned communications center, which will bear his name, will be part of the university's school of journalism.

■ He said the $2,000,000 represents an initial gift and that additional funds will be provided "as necessary" for completion of the center. In addition, Mr. Newhouse said, upon his death the philanthropic foundation will receive 90% of the Newhouse estate, which will be "well in excess of $100,000,000," he said.

Mr. Newhouse is a trustee of the university and operates three newspapers in Syracuse, the *Herald Journal*, *Post-Standard* and *Sunday Herald-American*, as well as WSYR, Syracuse tv station. #

Burlington Industries Plans Merger with James Lees & Sons

The board of directors of Burlington Industries Inc., New York, textile marketer, and James Lees & Sons Co., Bridgeport, Pa., manufacturer of carpets and rugs, have approved a plan for a "combination between them," which if approved by Lees' stockholders, would make Lees a wholly-owned subsidiary of Burlington.

N. W. Ayer & Son is the Lees agency. Agencies for Burlington Industries include Donahue & Coe, Fletcher Richards, Calkins & Holden, J. M. Mathes Co., Winius Brandon Co., Ted Menderson Agency, Robert B. Grady Co., Johnstone Inc., Ben Sackheim Inc., Henry Bach Associates, S. R. Leon Co., Wexton Co. and Altman-Stoller Advertising

Balance is easy if you know how. Every week, the editors of LIFE prove that they do to 18,950,000 U.S. homes. In this week's issue:

Balance includes fun. A nine-page photo-essay shows the dual lives of TV-queen Dinah Shore on camera and off.

Balance includes information. Spectacular color pictures show how America's biggest utility moves mountains to get the power through.

LIFE's lively balance of news, fun and surprise makes it the perfect showcase for goods and services, and makes "Advertised-in-LIFE" America's most significant media selling symbol.

BALANCE IS A FACT OF

ADVERTISED IN
LIFE

KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

KRON-TV is Number One every ¼ hour 4 PM to sign-off!

Oct.-Nov. NSI
Mon.-Fri. avg.

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •